TYPE 2 CONSULTING

PURPOSEFUL, NOT PURPOSE®:
HOW TO DEFINE YOUR PURPOSE IN A WAY THAT ACTUALLY ALIGNS WITH YOUR BUSINESS

Workshop for Executive Teams
Facilitated by Jonathan Knowles
February 2021

Overview

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WHAT IS THE PURPOSE OF YOUR PURPOSE?

- Dissatisfaction with shareholder capitalism (manifested in the revised definition of the purpose of a corporation put forward by the Business Roundtable in August 2019) and growing concern about climate change, racial inequality and social injustice has brought the topic of corporate purpose to the very top of the corporate agenda

- However, there is confusion about the extent to which purpose is an ethical exercise of defining your "North Star" – or whether purpose should be aligned with the commercial goals of demand generation, employee engagement, social legitimacy, and investor preference

- By bringing together your executive leadership team for a facilitated workshop, we provide you with the opportunity to define a purpose that suits your business context

TYPE 2 CONSULTING

- We are acknowledged experts in the human dimension of business strategy with more than a dozen articles in Harvard Business Review (including *"What's The Purpose of Your Purpose?"* due to be published in March 2022) and the MIT Sloan Management Review (including the five article series on *"The Strategy of Change"*)

Workshop Outline

FORMAT

- Three-hour session to be hosted at your preferred venue
- Highly interactive – optimal group size is six to twelve
- Expert facilitation by Jonathan Knowles

FRAMEWORK

- Uses our What/How/Why framework (that will be featured in the March/April 2022 edition of the Harvard Business Review)
- Explores how your industry, strategy and culture define the type of purpose that is most authentic and effective for your business to adopt
- Defines how your purpose relates to your existing vision, mission and values

FEES

- $25,000 professional fees
- Any travel and accommodation expenses will be passed on at cost

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