

The Purpose Revolution

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This book is about how leaders create engagement and competitive advantage in an age of social good.

There is a revolution happening in business right now and for you as a leader it is one of the greatest opportunities.

For the employee, purpose is the belief that work serves to make a difference in a meaningful way.

Purpose is an aspirational reason for being that is about making life better now and in the future for all stakeholders.

Employees have shifted from money for a job to having a job with purpose

The role of leaders in a social age is to activate purpose

In any revolution, there are winners and losers. In the quality revolution of the 60s, the Japanese car makers were the winners and the American car makers the losers.

Revolutions are funny things since we don't know how far back we have been left behind till they are actually over.

Human beings have a strong tendency to underestimate rate of change.

The core argument of this book is that there is a revolution of expectations happening around consumers, employees and investors.

‘An enterprise that is not focused on sustainability of its own products and services will cease to exist in 50 years’- Inge Thulin. 3M

In Wharton school of business , there is a 'no fly' company list made by students- a list where students don't want to apply because that company is not sustainability focused.

A 2016 linked in study showed that 37 % of people are purpose oriented and purpose occupies the same place as money and status in their minds.

The countries with the highest purpose orientation amongst executives – Sweden at 53 %, Germany at 50 %, the USA at 40 % and the least is Saudi Arabia at 23 %

China has brought more people into the middle class and prosperity compared to any other nation. As the Chinese became more middle class, they started demanding better quality air, better governance and food safety standards.

Poor people generally don't push business to be more responsible.

As incomes rise internationally, an emerging desire for meaning is accompanied by disillusionment with modern life.

Heineken did something interesting in Mexico. Mexico has a lot violence against women. Heineken ran an ad which said ' if you are a man who is abusive to women, you are not one of us and hence don't buy our beer'. It was honest, blunt, risky but was a success.

The essence of all consumer focus or customer focus is 'relationship'

A mission statement explains what the company does, a purpose statement describes why a company exists for the benefit of stakeholders , today and tomorrow.

Coca cola purpose is about refreshing the body and mind. They use a lot of water and come under challenge for that. To address it, coca cola has taken an action to improve water efficiency by 25 % from the 2010 baseline by the year 2020.

If you think of profit and purpose as two heads talking to each other, then you will fail

A big shift over the last thirty years is the big shift towards goodwill for a brand or company

Employees are your biggest brand ambassadors in a social world. Few companies treat employees as such.

Internal purpose branding efforts must be less of a promotion and more of a commitment to demonstrate authenticity.

Every time we live our values and demonstrate that purpose comes first, we recruit brand ambassadors, and every time we fail, we make our people brand sceptics.

Every leader is a purpose ambassador.

Purpose is not strategy but many leaders make this mistake.

Albert Schweitzer once said –'I have never seen a good definition of soul, but I always know one when I see it''

Most companies started with the purpose of solving a problem. They started with a purpose!

Whenever making money becomes a company's primary purpose, then the company goes onto a downward spiral

Most people who work for you don't care about how much money the company makes, they care about being on a winning team and to have secure jobs.

Marketing is no longer the one that puts the lipstick on a gorilla. In a social world, it needs to be about truth well told.

The conversation about purpose in a company is more important than its articulation on a page

**Leaders need to find ways to get purpose
off a poster into daily work**

The Ritz Carlton defines its credo as a place where the genuine care and comfort of the guests is the highest mission.

They practice it by having a stand up meeting every day called line up where this purpose is discussed.

8 practices for thriving in the age of social good

1. Every leader is a purpose promoter
2. Every decision is a purpose decision
3. Every message has purpose
4. Every meeting has purpose
5. Help every employee see impact
6. Every team has a purpose
7. Treat purpose like it matters
8. Act like you can change the world