

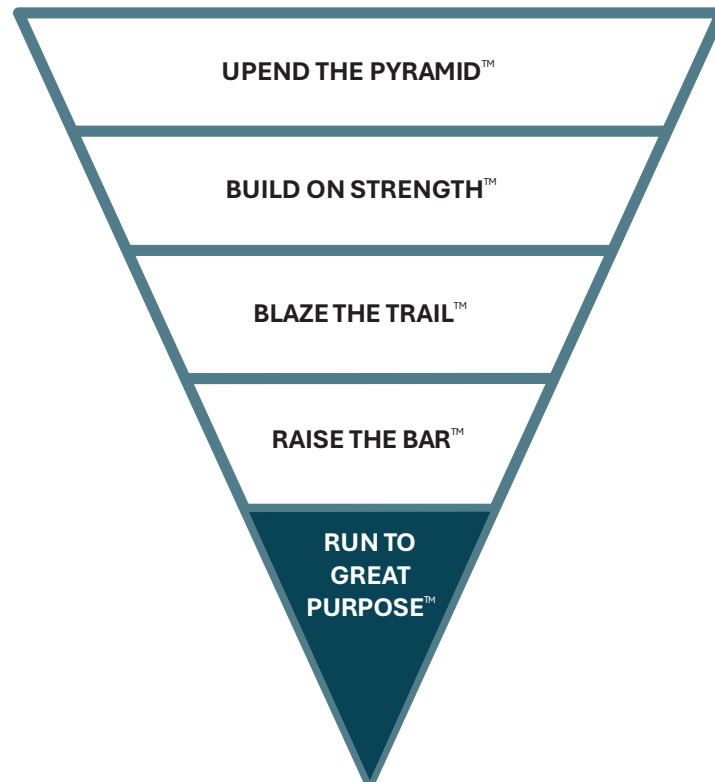


# RUN TO GREAT PURPOSE™

Build a Culture of Purpose

## RUN TO GREAT PURPOSE™

Serving leaders RUN TO GREAT PURPOSE™ by holding out in front of their team, business, and community a “reason why” that is so big it requires and motivates everyone’s best effort. This action provides meaning and purpose to every member of the team.



At the heart of serving leadership is a vision of why work matters. Serving leaders recognize that businesses and organisations exist to bring true value and great good into the world. Serving leaders raise the vision high as they help everyone focus on their great purpose. RUN TO GREAT PURPOSE™ answers the question “**Why?**” Why does this organisation exist? Why does my work truly matter?

### RUN TO GREAT PURPOSE™ Applications:

- Clarify Your Organisation’s Great Purpose
- Raise Your Vision High
- Embed Great Purpose Throughout Your Organisation



# RUN TO GREAT PURPOSE™ WORKSHEET

Build a Culture of Purpose

## RUN TO GREAT PURPOSE™—Overview and Applications

RUN TO GREAT PURPOSE™ addresses the first priority of leadership: **vision**. It is the responsibility of serving leaders to ensure that everyone understands the greater purpose being served through their efforts.

Great Purpose answers the “Why?” question. Why does this organisation exist? Why does this work matter? Why is it imperative that we press forward to do our very best? Why does my small part in the whole have meaning? Serving leaders help followers to “run” towards this Great Purpose.

*Note: In this training we will use “vision” and “Great Purpose” interchangeably.*

### Clarify Your Organisation’s Great Purpose

Serving leaders accept the responsibility to ensure that the Great Purpose or vision of the organisation is very clear to everyone. The vision must be compelling and inspire meaning to all the work of the organisation.

The **Compelling Vision Discovery Tool** will guide you in clarifying your Great Purpose. If the vision has not yet been established, this tool will guide you to create one. If the statement exists, the tool will guide in an evaluation and refinement process.

### Raise Your Vision High

When the vision has been clarified serving leaders raise the vision high in the organisation so that everyone is aware of why their work matters. There are many different tasks needed to accomplish the mission of the organisation, but there are no tasks that are without meaning. It is the leader’s work to make sure that everyone understands how their work helps to accomplish the Great Purpose of the organisation.

The **Vision Communication Planner** will guide you in developing a plan to keep the Great Purpose continually in the minds of those you lead.

### Embed Great Purpose Throughout Your Organisation

Serving leaders work diligently to ensure that the Great Purpose of the organisation is an integral part of the employee’s time with the organisation, from the beginning to the end. The serving leader is responsible to ensure the vision of the organisation is embedded as a part of every stage of growth and development.

The **Embedding Great Purpose Planner** will guide you in looking at each stage of the employee life cycle to ensure that the Great Purpose is embedded in your organisation.



### Clarify Your Organisation's Great Purpose

## Compelling Vision Discovery Tool

### Instructions

Complete the following steps to draft or update your vision (Great Purpose) for your team or organisation. (If your organisation does not have a vision statement or you don't know what it is, begin with Step 2.)

### Step 1: Evaluate Current Statement

Write your current vision statement in the space below, and then answer the following questions to help evaluate it.

Review and reflect on your current vision statement by thinking about the following questions:

Does it answer why?

Does it capture the essence of who we are as an organisation?

Is it compelling enough to awaken within people a reason to care?

Select one of the following responses:

Yes, quite clearly and with conviction. (Great! The work you'll do here will strengthen and confirm your vision statement.)

No, not really, it could use some work. (The work you'll do here will help improve your vision statement.)

### Step 2: Describe how you make the world a better place

What did the founder(s) of your organisation see as the reason for starting the organisation?

How do your products and/or services make the world a better place?

How does your organisation make life better for the people you serve?

### Step 3: Define why your organisation matters

To accomplish your Great Purpose, your products and/or services have to matter to you, your customer and your people (staff, employees or volunteers).

Why do you feel fulfilled being part of creating your products or delivering your services?

Why do your products and/or services matter to your "customers"?

Why should your people care about what you do?



## Clarify Your Organisation's Great Purpose

### Compelling Vision Discovery Tool (continued)

#### Step 4: A new Vision Statement

A vision statement should:

- Answer the big question: Why do you do what you do?
- Inspire and touch the heart
- Be memorable, simple and easy to understand
- Create a sense of urgency and importance
- Serve as a common connection point to align everyone's role in the organisation
- Describe the difference your organisation makes in the world
- Provide a compelling reason to get out of bed every morning—a reason to care

Think about what you have done and the goals above for a vision statement. Use the space below to either:

- 1) Confirm your current statement,
- 2) Rework the statement, or
- 3) Write a new vision statement.

(Allow yourself plenty of time for this process. Ask if your work meets the goals above. Can it be shortened? If possible, ask someone else to provide feedback on your work and continue refining it until you are satisfied.)

Write your new vision statement. This is your Great Purpose!



## RUN TO GREAT PURPOSE™--Action Planner

### Instructions:

Reflect on what you have learned in this lesson and the application exercises you have already worked on. Summarize your key learnings:

After this lesson, I plan to take the following actions:

- 1.
- 2.
- 3.

Accountability: Who will I ask to hold me accountable for these actions?

Name:

Mark here when you have asked them: