

Growth on Purpose

Growth in most organisations is conventional and incremental. Instead, a more inspiring purpose and stretching ambition, creates a more enlightened framework for better, faster, profitable growth.

Growth on Purpose

Objective:

Every purpose talks about finding more purpose, a North Star that brings more meaning and focus. But how do you ensure that this is not just a slogan, but a galvanising force to drive new, faster and better growth.

Audience:

Business leaders, strategists, brand managers and others, who seek to develop growth strategies with more focus and meaning, and deploy this from organising idea through to strategic innovations and transformed customer experiences.

Outcomes:

At the end of the program, participants will:

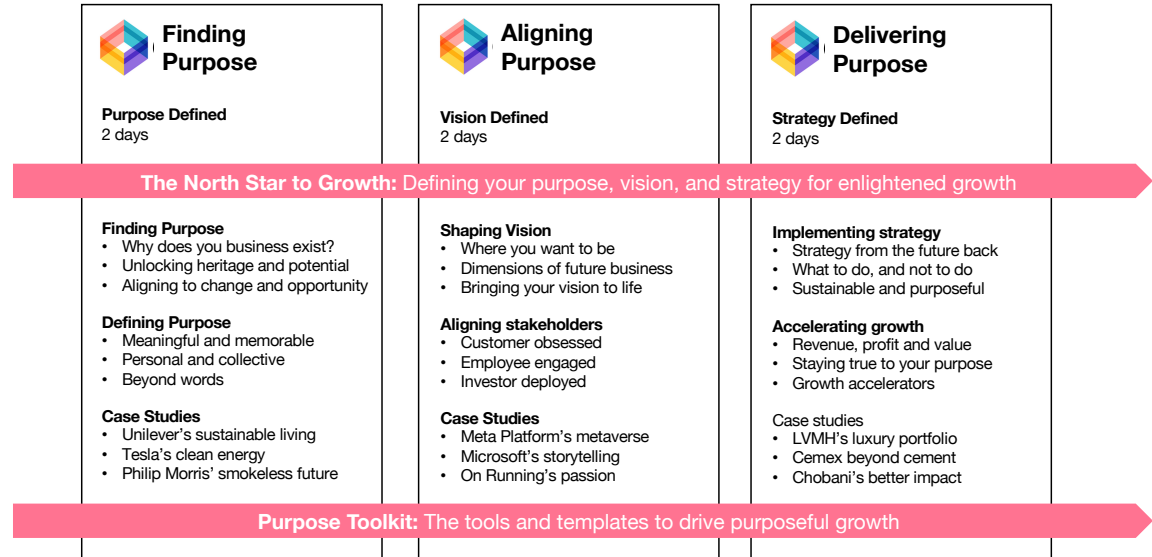
- Define a meaningful, inspiring, higher purpose for your business or brand – why your business exists – and how this is more than sustainability.
- Embed the purpose into cultural attitudes and behaviours, strategic decision making, processes and priorities, metrics and results.
- Develop growth strategies around the purpose-based reframing of your business, going beyond old sector or category thinking.
- Implement this in a way that is distinctive for brands and customers, and delivers a roadmap for profitable growth

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Typical structure, which can be customised to your audiences and needs:

Typically 6 days, built around 3 modules of 2 days each, depending on the depth of exploration, in three dimensions.

Including project work to develop new growth strategies built on redefined purposeful directions and intent.



Growth on Purpose

Finding Purpose

First dimension

- Finding a bigger ambition for your business, based on why you exist – your future story – your relevant and valuable contribution to the world.
- Connecting purpose with mission and vision, values and goals – but also with stakeholders and society, to build more inclusivity, trust and value.
- Understanding what the purpose means, and not – then defined business by this why – rather than the more conventional how and what.
- Deep dives into the world's most innovative companies, from Unilever's promise to Philip Morris' surprise, and why Tesla is really an energy business.

Aligning Purpose

Second dimension

- Defining strategic priorities through the lens of purpose, and how it changes what matters, and what is possible.
- Aligning business purpose, brands and propositions, culture and personal motivations to work through relevant engagement.
- Connecting emotionally, business ambitions and customer aspirations, and ensuring this flows to products and services, and experiences.
- Deep dives into the world's most innovative companies, including BlackRock's investments, Danone's health, and On Running's passion.

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Delivering Purpose

Third dimension

- Building a strategic roadmap for delivery, that is defined around purpose, both in terms of strategic intent and everyday deliverables.
- Ensuring that purposeful propositions - or promises to customers, employees and investors – become useful, relevant and distinctive.
- Building trust and reputation as core drivers of future potential, and ensuring these flow through to sales, service and more positive impact.
- Deep dives into the world's most innovative companies, including LVMH's luxury portfolio, Chobani's better goals, and Cemex beyond cement.

Purpose Toolkit

Toolkit

- This unique toolkit brings together a wide range of specific tools to help you apply and implement in the right way in your business.
- It includes interactive tools such as
 - Growth Driver Analysis
 - Opportunity Mapping
 - Defining Purpose Wheel
 - Growth Accelerators
 - Strategy Framework
- Our expert faculty then work with you during the program to develop real and practical solutions to take away and implement, and also the toolkit for you to use ongoing with your own teams.

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Participants benefit from a rich learning experience which is enhanced by a diversity of additional resources:

- Online business simulation, in which they work with others to drive transformation in a real way.
- New and topical case studies about the most interesting companies around the world right now.
- A practical toolkit to use in parallel which helps them apply the ideas to their own business.
- Access to over 250 useful articles, research reports and more, as useful background reading

and the people who they will work alongside:

- Expert academic faculty from around the world bringing new insights, fresh perspectives, and best practices.
- Learning from their colleagues, typically all from different industries, and building a network for life.



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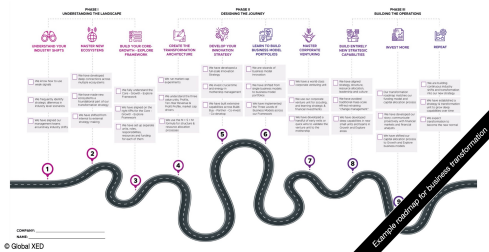
Useful links:

- www.globalxed.com
- Connect with us on LinkedIn - [HERE](#)
- Get in touch: contact@globalxed.com
- Sign up for Newsletter - [HERE](#)

Growth on Purpose

.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...

Roadmaps and transformational projects



Inspiration from global leaders



Insights from leading businesses

