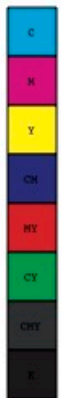
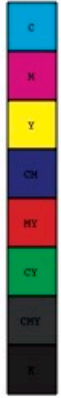


CORPORATE PURPOSE

THE LITTLE BOOK OF MUSTS

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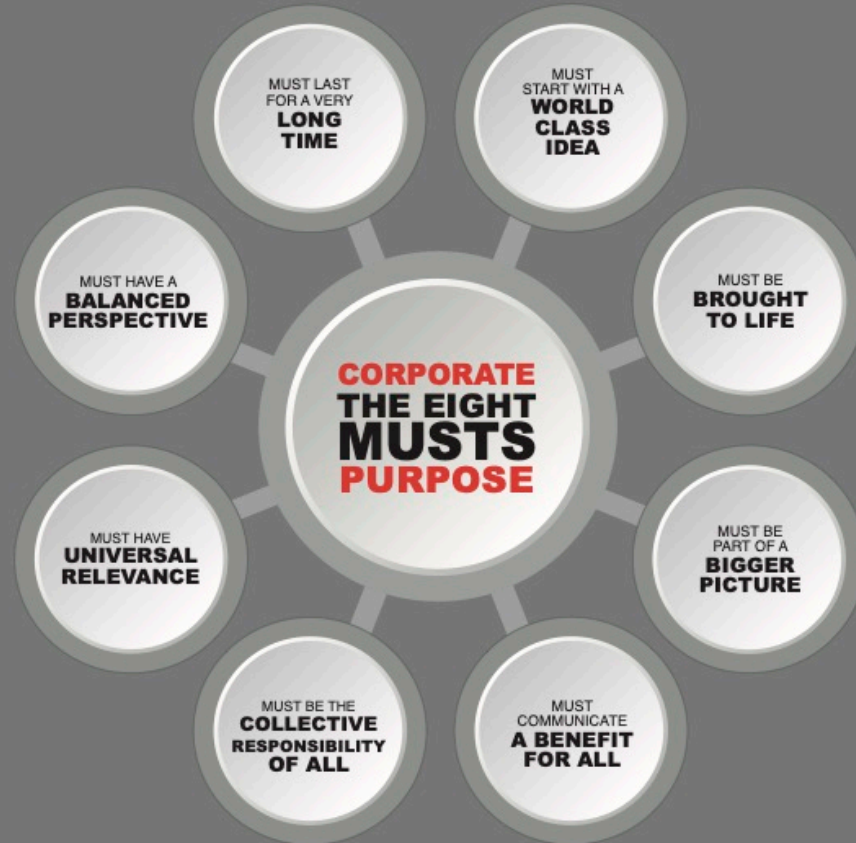
PURPOSEFUL
CORPORATE
PURPOSE
ENABLES
PEOPLE
ALL TEAMS
COMPLETE
ORGANISATIONS



In our 20 years experience of working with the definition and implementation of Corporate Purpose we find that there are a few things to consider if your thinking about creating world - class purpose strategy.

WE CALL THEM THE 'MUSTS'

It should always be remembered that Corporate Purpose is an abstract concept. It exists in the conscious and sub - conscious of the stakeholders it touches. Corporate Purpose is a communications device; it forwards a message that is designed to create a positive bond. Enabling people and culture, motivating customers and engaging with general stakeholders. Corporate Positioning is an integral part of organisational story - telling. It defines for stakeholders who we are and what we do. Outlines the approach and how things will be done. But most importantly it talks to people; explaining clearly and consistently for who we do things and the all important why.



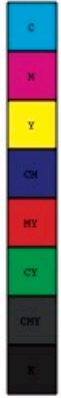
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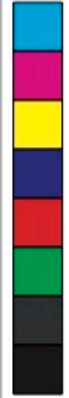
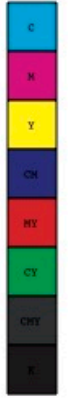
**MUST
NUMBER
ONE**

CORPORATE PURPOSE MUST BEGIN WITH A WORLD - CLASS IDEA

The foundation of all great purpose, vision, positioning and communications work is an idea. A world - class idea; concept, notion and story element that ignites all aspects of strategy. It's the catalyst and the guiding light for all that follows.

Purpose will achieve little traction without an excellence in the underpinning idea.





SOUL
CORE
SPIRIT
CENTRE
CONCEPT
ESSENCE
SINGULAR
IDEA
MEANING
NUCLEUS
GRAVITY
HEART
ETHOS
PIVOT

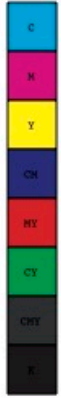
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CORPORATE PURPOSE MUST TAKE ACCOUNT OF THE BIGGER PICTURE

Corporate Purpose does not exist or act in isolation. It is part of a wider team of 'strategy elements' that are used to communicate identity, manage image and build reputation.

Purpose will achieve little on it's own and must be integrated with other strategy elements.

MUST NUMBER TWO



AN INTEGRAL PART OF A
SINGULAR
STRATEGY

**BUSINESS
OBJECTIVES**

THAT UNDERPIN THE PURPOSE

PURPOSE

WHAT'S OUR POINT & WHO WE BENEFIT

MISSION

SHORTER - TERM GOALS & OBJECTIVES

VISION

PERSPECTIVE ON THE FUTURE

VALUES

THE FOUNDATION FOR OUR APPROACH

PRINCIPLES

THAT GUIDE OUR ACTIONS

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CORPORATE PURPOSE MUST BE BROUGHT TO LIFE

Corporate Purpose must be integrated and woven into everything an organisation says. It must be utilised by all teams and across all functions. Clearly and consistently communicated to all stakeholders. **Purpose will achieve little unless it is cascaded to all, and communicated consistently by all.**

MUST NUMBER THREE



**EVERYTHING
EVERYWHERE
EVERYTIME
EVERYONE**

PURPOSE & VISION

EVERYTHING YOUR ORGANISATION
DOES & SAYS; STATES SOMETHING.

SOMETHING ABOUT WHO THE
ORGANISATION IS, WHAT IT STANDS

FOR & WHAT IT DELIVERS.

IN FACT EVERYTHING IN YOUR
ORGANISATION IS CONNECTED.

FROM THIS SIDE TO THAT SIDE;
FROM THAT SIDE TO THIS SIDE.

FROM THE INSIDE OUT;

TO THE OUTSIDE IN.

FROM RIGHT TO LEFT;

FROM LEFT TO RIGHT.

EVERYTHING. EVERYWHERE.

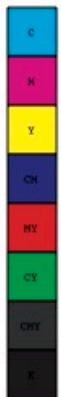
EVERYONE. EVERYTIME.

FINANCIAL VALUE

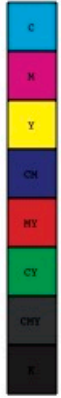
CORPORATE PURPOSE MUST PROVIDE A BENEFIT FOR ALL

MUST NUMBER FOUR

Corporate Purpose is not only about the who, the what and the how. It's about the why we exist; what we deliver and why that's a benefit for all stakeholders. The benefit must not only be relevant to the stakeholder. It must also give a reason for someone to engage with the organisations proposition. **Purpose will achieve little unless it has some form of relevance (fulfills a need) for all internal & external stakeholders.**



WHO
WHAT
HOW
FOR
WHOM
WHY



CORPORATE PURPOSE MUST ALWAYS BE THE COLLECTIVE RESPONSIBILITY OF ALL

MUST NUMBER FIVE

Corporate Purpose must be a reflection of the thinking, direction and desire of the total organisation. It will be communicated and managed by all teams. Therefore defining, creating and developing purpose must include all. It's the responsibility of all to make sure that the purpose is clearly present and reflected in all that they do and say.

Purpose will achieve little if it's created by a small team and then enforced to all.



**OPERATIONS ALWAYS
TRADE SALES STARTS
IT & SYSTEMS FROM
PROCUREMENT THE
R&D INNOVATION TOP
HEALTH & SAFETY BUT
HUMAN RESOURCES IT'S
CUSTOMER SERVICE MOSTLY
CORPORATE FINANCE WORKED
LEGAL & REGULATORY AND
RETAIL & FRONT - LINE LIVED
COMMERCIAL PLANNING FROM
LOGISTICS MANAGEMENT THE
COMMERCIAL MARKETING MIDDLE
RELATIONSHIP MANAGEMENT AND
CORPORATE COMMUNICATIONS DOWN**



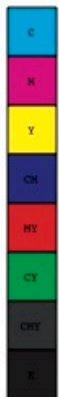
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CORPORATE PURPOSE

MUST BE UNIVERSALLY RELEVANT FOR ALL POINTS OF CONNECTION

Corporate Purpose must have the ability to be applicable across all forms of communication. From commercial endeavours, through culture building and corporate communication; it must be consistently applied throughout all touch and connection points. **Purpose will achieve little gains in financial value if not holistically connected to all.**

MUST NUMBER SIX

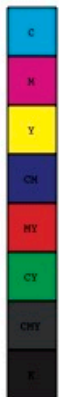


CORPORATE PURPOSE MUST HAVE A NICELY BALANCED PERSPECTIVE

Corporate Purpose definition and strategy must be an honest challenge. It will need to be real and relevant for today and believable to different stakeholder groups. In tandem it must set out a path and direction. Highlight a future to which the organisation is striving towards.

Purpose will achieve little momentum if it describes no more than the situation today.

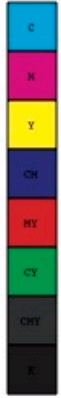
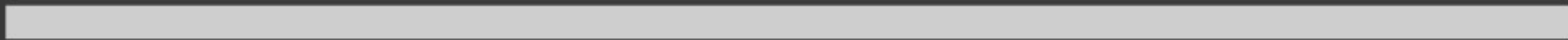
MUST NUMBER SEVEN





**MUST BE A
REALISTIC
REFLECTION**

**MUST BE A
FUTURE
CHALLENGE**



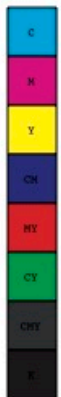
CORPORATE PURPOSE

MUST LAST FOR A
LONG - TIME
IF NOT FOREVER

Corporate Purpose has no finish and is not a short-term campaign. It's not something we do for a year and then change. It needs to have enough strategic and creative juice to provide the necessary fuel for multiple internal and commercial campaigns and many thousands of individual executions across all media.

Purpose will achieve little if it is not continual and progressive over a long period of time.

MUST NUMBER EIGHT



**CUSTOMER
CORPORATE
TRADE & SALES
SUSTAINABILITY
ENVIRONMENTAL
TRANSFORMATION
CULTURE BUILDING
CHANGE MANAGEMENT
SOCIAL RESPONSIBILITY
PURPOSE IS OMNI - PRESENT IN ALL
COMMUNICATION**

**UNTIL SOMETHING SO LARGE
& MOMENTOUS OCCURS THAT
CHANGE IS UNAVOIDABLE.**

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ORIGIN
corporate consulting

**WE TURN SENIOR TEAMS
AND THEIR ORGANISATIONS INTO
PURPOSEOLOGISTS
MISSIONARIES &
VISIONARIES**





**WE SUPPLY TOOLS & THE KNOW HOW TO
CREATE WORLD - CLASS PURPOSEFUL
WELL POSITIONED ORGANISATIONS**

**PURPOSE & VISION DEFINITION
INTELLECTUAL ASSET LEVERAGE
PLANNED CHANGE MANAGEMENT
TRANSFORMATION ENGAGEMENT
CULTURE IGNITION & EVOLUTION
MERGER & ACQUISITION PLANNING
IMAGE & REPUTATION DEVELOPMENT
CORPORATE IDENTITY MANAGEMENT
CORPORATE POSITIONING STRATEGY**



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