
Pulse

A Purposeful Branding Masterclass

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Some Insights and Learnings

Some of the questions, insights and learnings from our day yesterday:

Personal Purpose

One of the overriding issues around personal purpose was the challenge of remaining purposeful:

- How to stay true to one's own purpose in a disconnected world that puts up so many barriers to be oneself?
- What is a personal practice of being purposeful?

There was a lovely insight around the need to balance lightness (playfulness) with being worthy (strategic or corporate). This insight was shared from a perspective of how to be both heard and remain energised. Being playfully purposeful feels like a nice challenge.

Somebody asked a question about whether a particular business was given time to grieve. Genius. I had shared the idea of thinking about an organisation like a person but I had not taken it to the next logical step. Just asking the question about how an organisation can grieve or celebrate after something catastrophic or brilliant can help us heal or feel more human.

Organisational Purpose

There were a number of great points about defining the purpose of an organisation at the outset:

- We tend to think about an organisation's purpose in isolation to the audiences we serve or partner so how do we build a collective purpose?
- What is the purpose that connects me to my organisation and to our key external audiences?

The *Small things make a difference* and *Humility* principles in particular captured people's attention.

Also, the idea that both space and time needs to be allocated to people, particularly in larger organisations - this enables space for the personal and organisational purposes and processes to coexist.

- How is this done authentically and in a way that it is felt to be mission critical?
- How to create space for the 'smaller' conversations to happen as well as the deeper listening and talking at an individual level?
- How can those who are not or don't feel connected to delivering the customer experience be made to feel purposeful or engaged?
- How can we create an environment where everybody feels they are part of that interface and are able to be purposeful?
- How do I find a) the language and b) the motivation for leaders to engage in purpose, culture, values etc when the pressures of business increase or even decrease?

Culture is complex. But it can also be something very simple. It can be captured in one comment I loved from somebody who said "during those difficult moments in a meeting just bring it back to 'why are we here?'".