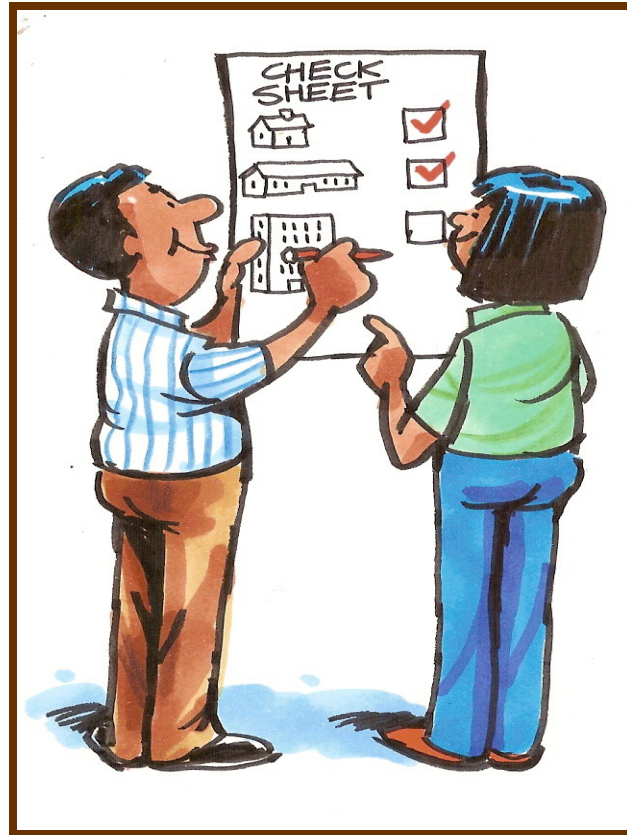
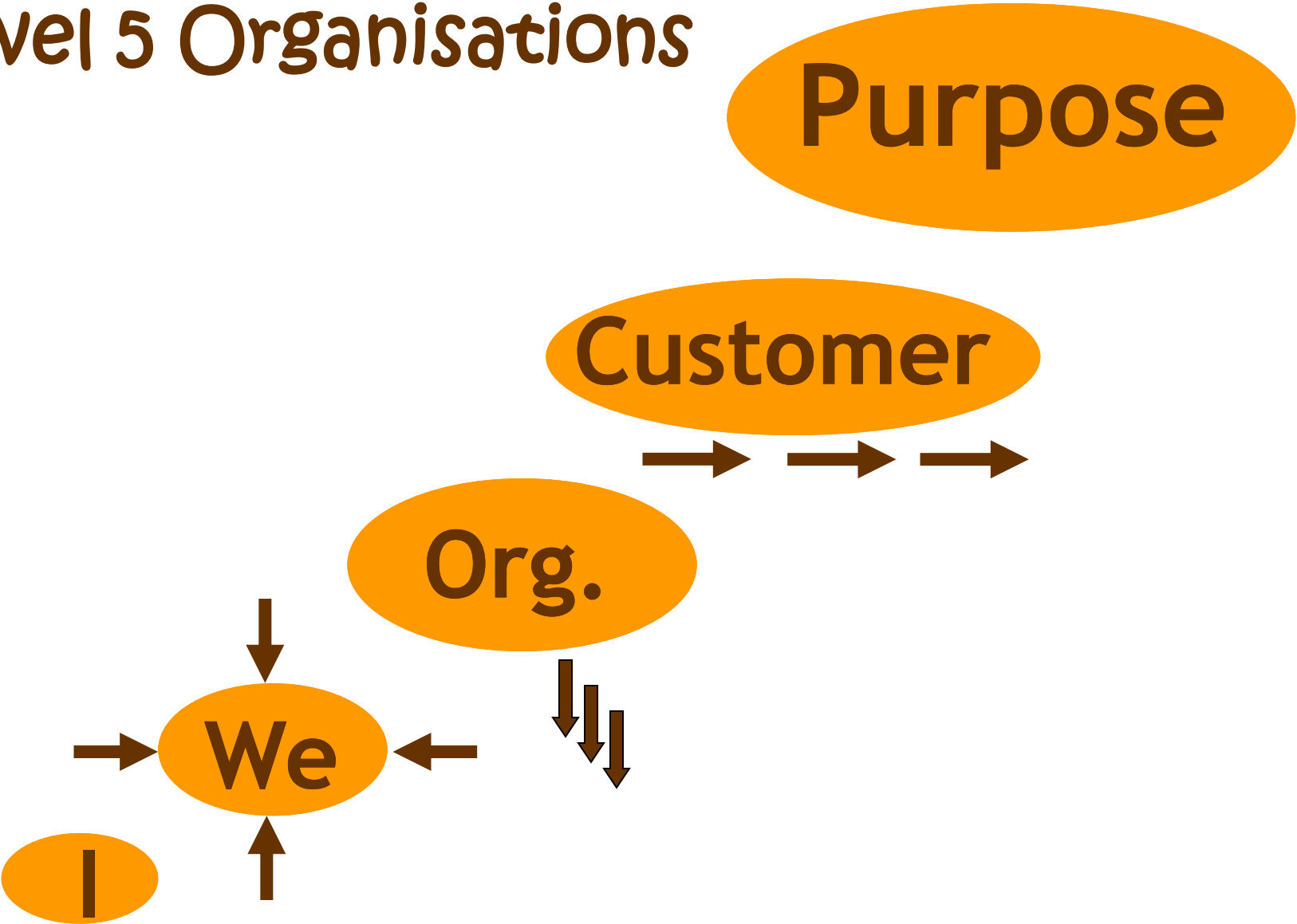



1. Sense of Purpose

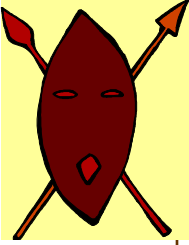


Level 5 Organisations



A photograph showing a road with a white line that curves around a tree stump. The road is paved and the line is painted. The tree stump is on the left side of the road. The background shows a grassy area and some trees.

Traditional
'Not in my job
description –
I draw lines, I
don't move trees'



Purpose

“Do something that will contribute to society as a whole”

Toyota

“We bring happiness to millions through our imagination and uphold sound family values”

Disney

“We build Boeings”

Boeing

“We save lives through effective traffic policing”

KZNDOT RTI

“20 years research to bring down the mortality rate of infants”

Nestle

Managing Meaning

When we create alignment between the purpose of the organisation and the cause of its people, we unleash a creative power that results simultaneously in service excellence and the growth and development of the people who do the serving. People find meaning in their work!!

Purpose

- What is the purpose of your business?
- Why are you in business?
- What level is your current thinking?
- Where do you want to be?

- MY BUSINESS PURPOSE IS