

Purpose Consulting



Operationalize Purpose along the vertical value chain

Initial Condition



» **Our world is fundamentally changing** - faster than ever, stronger than ever.

» „Without a **sense of purpose**, no company can achieve its **full potential**” - Larry Fink (CEO Black Rock)

Results



» **Embedded purpose** throughout the whole organization and into everyday tasks

» **Strategy and decisions** are constantly **aligned with purpose**

Approach



“FROM PURPOSE TO EMPLOYEE ENGAGEMENT”



Purpose
Activation



Align/Build
your Strategy
with purpose



Individual
Strengths
Coaching



Build Team
based on Team
Strengths

DAIMLER

CONNECT

Driving Continuous Improvement

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Success Factors



Activate Purpose



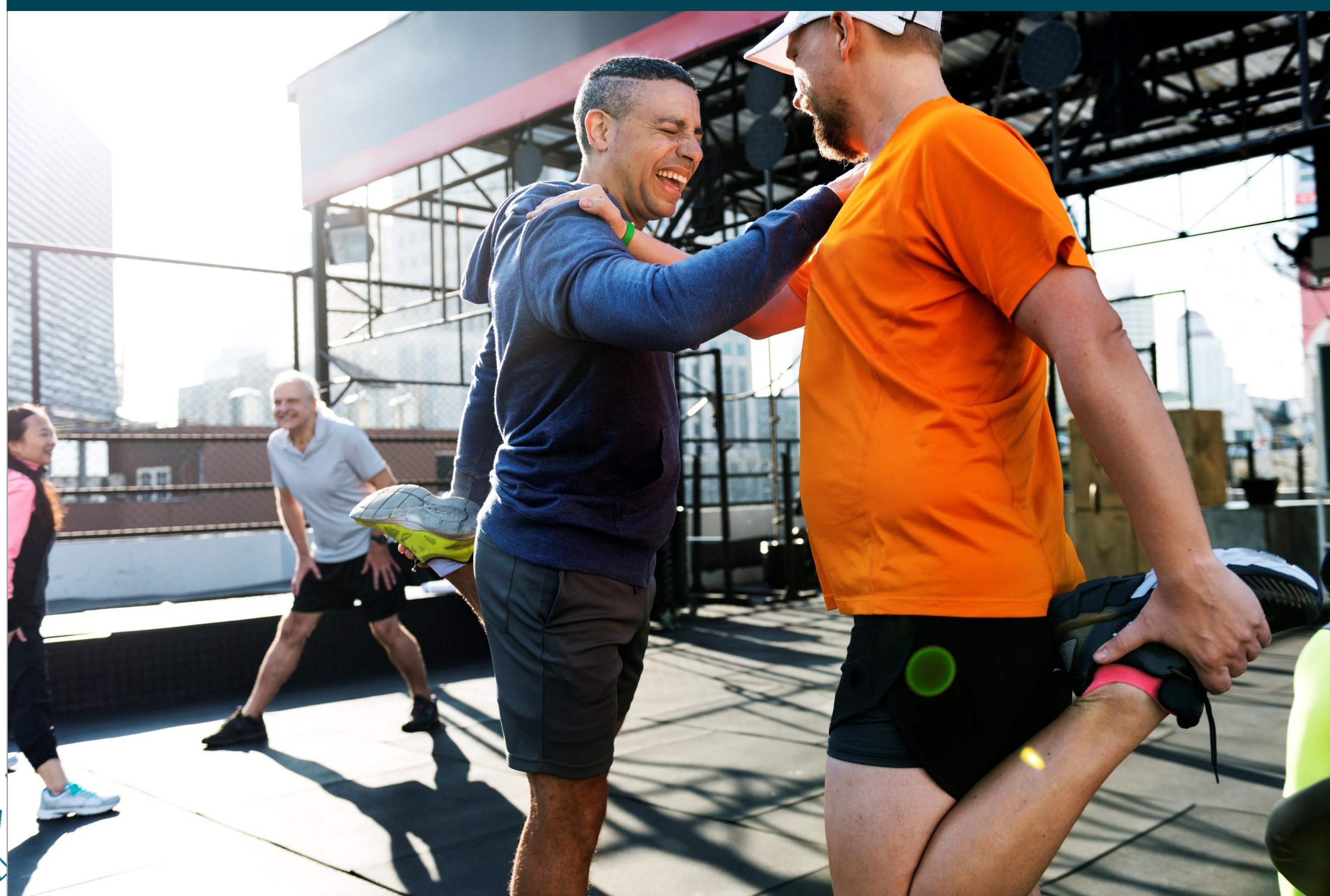
- » Excavate the company's purpose and activate it along the vertical value chain

Align Purpose and Strategy



- » Purpose is your company's DNA and as such the cone of light which ensures one common overall target

Individual Strengths-Based Coaching



- » Understand your strengths and get coached regularly in order to utilize your talents best to master challenges

Team Strengths Workshops



- » Understand how the strengths and talent structure in your team is and leverage on the team's unique DNA

