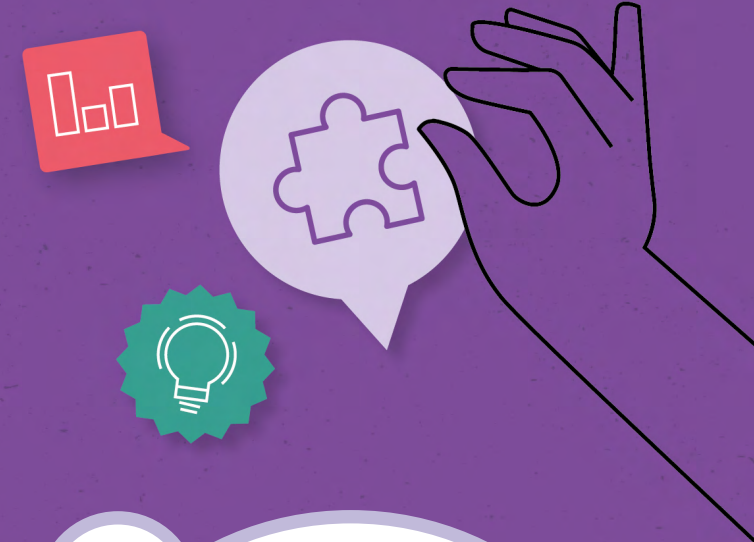


The really simple 3-step process to true purpose...



1.



Discover.

Discover (or re-discover) your purpose and values by co-creating and involving the whole organisation. This should never be driven just by people at 'the top'!

2.



Do.

Embed your purpose internally ensuring your staff live, breathe and believe it. Ensure it runs through your structure, systems, operations and culture.

3.



Discuss.

Now you can discuss and shout about your purpose externally. Never discuss before you discover and do first!

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