

Connected Purpose: The Story Staircase™

The Context:

According to recent research, 82% of employees say that it's important for their organization to have a purpose, but only 42% say their company's purpose statement had much effect. Contributing to society and creating meaningful work are the top two priorities of employees, yet they are the focus of just 21% and 11% of purpose statements, respectively⁽¹⁾.

The Impact:

Purpose-driven companies witness higher market share gains and grow three times faster on average than their competitors⁽²⁾ and outperform the stock market by 42%⁽³⁾. They also report 30% higher levels of innovation and 40% higher levels of workforce retention than their competitors⁽²⁾.

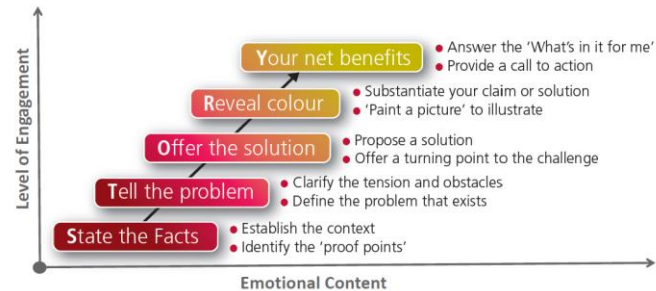
The Question:

In a world full of disinformation and misinformation, strategic messages can be quickly misunderstood, misinterpreted and distrusted as a result of any inconsistencies in what leaders say. As a result, **how confident are you** that you are doing everything possible to ensure that everyone inside your organisations understands your purpose and acts on it? If you're not, is this a risk you are prepared to take?

1. McKinsey, Purpose: Shifting from why to how, April 2020
2. Deloitte Insights, October 2019
3. EY/Corporate Board, Corporate Leadership Report, 2016
4. Enacting Purpose within the Modern Corporation, Siiid Business School, 2020

The Solution:

From strategy to change, our proven **Story Staircase™** process has been used by hundreds of leaders, teams and organisations all around the world to involve leaders in helping shape compelling rational and emotional messages that people will remember, will be moved by and will act on.



When embedded at the most senior levels of decision making, purpose acts as an organisation principle for leaders. It is a key driver informing strategic choices. This is *purpose as strategy* as opposed to *purpose as culture*. Where purpose informs strategy, it facilitates the choices that need to be made as organisations adapt to a 'new normal'.

We use the **Story Staircase™** to help you connect your purpose (why you exist) with your values (how the organisation behaves) to your mission (what you do) in the context of your vision (where you want to be).

When you might use it:

You may want to think about using our Story Staircase™ in conjunction with the SCORE framework⁽⁴⁾ to provide you with the following outcomes:

- **SIMPLIFY** the complexity of your purpose and strategy. Will the 150 or so PowerPoint slides from your external consultants be simple enough to be understood and acted upon?
- Join the dots so that people can **CONNECT** your mission and purpose together and consider what it means when it comes to making strategic decisions.
- **OWNERSHIP** of your purpose so that your people embrace it and think, feel and act differently as a result.
- Clarity on how your purpose is linked to your internal **REWARD** and **RECOGNITION**.
- Go beyond the logical rationale and develop an emotional connection using stories that **EXEMPLIFY** your purpose in action.

