

# LEAD WITH PURPOSE

*How purposeful leaders are  
changing business today*

*Belinda*  
PRUYNE

“

**One person's job is another's calling.** Build a sense of purpose by weaving everyday actions into the bigger picture.

-LEAH WEISS

”

# LEAD WITH PURPOSE

Leading with Purpose is not a trend. It is one of the forces that has proven to drive higher performance, build deeper employee and consumer loyalties and increase profits.

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**LOOKING FOR PURPOSE IS SOMETHING WE ALL  
DO WHETHER WE ARE CONSCIOUS OF IT OR NOT.**

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**Webster's definition  
of "purpose" is...**

*The reason for which  
something is done or created  
or for which something exists.*

**In our personal lives  
purpose is...**

*Creating a life of greater  
fulfillment by bringing value to  
others and to ourselves.*

**In our careers  
purpose is...**

*Making what you do meaningful*

**In our businesses  
purpose is...**

*Bringing additional value to your  
ideal consumer beyond the product,*

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As you read this Leadership Brief on Leading with Purpose, I want you to expand the way you **think about how you bring additional value** or meaning to your life and to your work. Just because you don't work in one of the industries that people would traditionally think of as purposeful, such as non-profits, religious organizations, education or medical communities, that doesn't mean your work can't have purpose.

Many companies now have a "Corporate Social Responsibility" (CSR) department. This is a fantastic way for companies to give back and enhance their impact on society and the environment. However, I want to make sure you don't overlook other departments that have purpose in what they do, such as financial, operations, purchasing, and accounting departments, to name but a few. They all have purpose in and of themselves as well as **supporting the bigger mission of the company.**

It is not where you work,

it is what **you bring to the work you do!**

Don't feel like it has to be something that changes

THE world. It might just **change your world** and

those around you. That is important too.

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*One of my favorite stories about purpose in the workplace is of a woman who was the head of the janitorial department in a hospital. She said that she realized the more thoroughly her team did their work, the less chance the patients had of getting secondary infections, the easier the nurses and doctors' jobs would be and the safer it would be for all involved.*

*So, from then on, whenever she hired someone to work for her, she always made sure they understood that higher purpose and the bigger picture of the value they provided with their work. If they did not embrace that, she would not hire them.*

How cool is that?! By simply communicating the specific core values she felt made a difference to the big picture, she not only instilled a sense of pride, purpose and motivation in her staff, but the results they produced inside of that new intention were tremendous.

Having that sense of purpose in what she does is impacting thousands of people! Would you have thought of a janitorial department as

having a high sense of purpose? Well, it does and in very powerful ways!

Using this approach, we can look at ANY position in ANY company or industry and there will always be an opportunity to work with a higher purpose.

Finding purpose in what you do is really pretty simple and the impact it has is truly transformational!

**In BlackRock's 2017 Annual Report  
Larry Fink (CEO of BlackRock, Inc.) is  
quoted saying:**

*"The public expectations of your company have never been greater...Every company must not only deliver financial performance, but also show how it makes a positive contribution to society. Without a sense of purpose, no company, either public or private, can achieve its full potential."*

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EY.com (widely known for building a better working world), did a study for their Entrepreneurial Winning Women Conference<sup>2</sup>. They reported the following results of companies who had incorporated purpose into their mission statements and actions:

**64%** saw a **10%-30%**  
revenue **GROWTH** over  
the past three years.

▮ **81%** of these companies  
gave **TOP SCORES** to their customer  
satisfaction levels and  
**67%** of them gave the **HIGHEST**  
**RATING** to employee satisfaction.

Conversely, companies who did NOT incorporate purpose into its goals and organization experienced the following:

**24%** **DECLINE** in revenue  
over the same period of time.

**41%** reported **INCREASED**  
customer satisfaction with only  
**37%** **INCREASED**  
employee engagement.

In another article by EY.com<sup>3</sup> on working for Purpose, they note that 84% of executives believe an organization that has shared purpose will be more successful in transformation efforts.

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WHAT MOTIVATES PEOPLE IN THE WORKFORCE TODAY AND  
WHAT THEY WANT TO GET OUT OF THEIR WORK.

People no longer solely come to work to make money. They come to work to build a better life. While that starts with what they do on a day-to-day basis, it needs to mean more than just the specs of their job.

**THEY ARE LOOKING FOR THE FOLLOWING:**

**TO BE OF  
VALUE**

**TO BE  
APPRECIATED**

**TO  
MAKE A  
DIFFERENCE**

**TO  
BE TAKEN  
SERIOUSLY**

**TO MAKE  
A LASTING  
CONTRIBUTION**

**TO BE A PART  
OF SOMETHING  
BIGGER**

**TO KNOW THE COMPANY THEY  
WORK FOR CARES ABOUT BOTH  
THE PROFITS AND FOR THEM,  
NOT JUST ABOUT THE NUMBERS**

**TO BE ENCOURAGED TO  
INNOVATE SOLUTIONS THAT  
CAN HAVE A MEANINGFUL  
IMPACT ON A GLOBAL LEVEL**

**TO BE CHALLENGED  
TO BE BETTER THAN THEY  
THOUGHT POSSIBLE**

**TO TAKE PRIDE  
IN WHAT THEY  
ARE DOING**

People of all generations are looking for meaning, greater fulfillment and a deeper sense of purpose in all they do. It is a way of doing business that is here to stay.

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## BENEFITS OF LEADING WITH PURPOSE

**IMPROVED  
MORALE**

**HAPPIER AND MORE  
SATISFIED EMPLOYEES  
PERFORM AT HIGHER  
LEVELS**

**EMPLOYEES BECOME  
YOUR BIGGEST AND BEST  
BRAND AMBASSADORS**

**DEVELOPS DEEPER  
LOYALTIES IN YOUR  
EMPLOYEES AND CONSUMERS**

**ABILITY TO REALLOCATE THE  
MONIES SPENT ON EMPLOYEE  
REPLACEMENT TOWARD COMPANY  
CULTURE PROJECTS AND NEEDS**

**CUSTOMERS SEE THAT YOU  
CARE FOR SOMETHING  
BEYOND THE CURRENT  
TRANSACTION**

**LOWER  
TURNOVER  
RATES**

**DEVELOPS  
STRONGER MORE  
PRODUCTIVE TEAMS**

**CUSTOMER  
CARE  
IMPROVES**

**FREE MARKETING,  
WORD OF MOUTH AND  
TALK TRIGGERS**

**INSPIRES INNOVATION  
AND MORE ROBUST  
CHANGE WITH GREATER  
COLLABORATION AND  
COMMITMENT**

**PROVIDES EMPLOYEES  
WITH FULFILLMENT  
BEYOND THE SPECS OF  
THEIR JOB**

**EMPLOYEES ARE WILLING  
TO GO THE EXTRA MILE NOT  
ONLY IN GOOD TIMES, BUT  
ALSO DURING CHALLENGING  
ONES AS WELL**

**INCREASED  
PROFITS**

Leaders of well established companies and new startups recognize that the way to be that stand out brand in business today involves building beyond the bottom line.

It is no longer enough to have the lowest price or highest quality.

Employees and consumers are looking for more.



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YOU WANT YOUR EMPLOYEES TO PERFORM AT HIGHER LEVELS,  
BE A BRAND AMBASSADOR AND CHAMPION OF YOUR COMPANY...  
GIVE THEM A REASON TO CARE.

## THESE COMPANIES DO!



Spreading Optimism



Supporting the



Teaching Children



Make the world



In Business to



Helping People on Their



Boots Giving Poverty



Bringing Clear Vision All

Here is a Business Insider list of 32 companies that give back all year long...  
not just at the holidays.

[Here is updated link https://www.businessinsider.com/companies-that-give-back](https://www.businessinsider.com/companies-that-give-back)

These companies are benefitting from the free publicity and good will that comes  
with being a **Purpose-Lead Brand**.

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Think about the leaders and companies that inspire you. Are you drawn to them because they “do,” “be,” and “act” like everyone else?

**NO. YOU ADMIRE THEM BECAUSE THEY TAKE A STAND FOR WHAT THEY BELIEVE IN WITHOUT COMPROMISE.**

They give you a reason to take notice, care and choose to follow their lead.

So, the big questions for you are...

**WHAT DO YOU STAND FOR?**

**WHAT IMPACT DOES THAT  
HAVE ON THE WORLD?**

**HOW WILL IT IMPACT OTHERS'  
LIVES AND ADD VALUE?**

(These questions are relevant whether you work in a company, own a company or lead a large organization.)

In an article by Leah Weiss from Mindful.org<sup>4</sup>, she talks a lot about “building a sense of purpose by weaving everyday actions into the bigger picture.”

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Starting off with getting clear  
on what's **important to you**, what  
you want to **be known for** and the  
**level of impact** you want to  
have as a leader.

I developed these tools while working with executives and business leaders around the globe. They were from different walks of life, cultures, genders, levels of experience, socioeconomic groups, and countries...you name it, I worked with it.

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DEFINE WHO YOU ARE AS A LEADER, YOUR LEADERSHIP  
STYLE AND THE UNIQUE VALUE ADD THAT YOU BRING.

## 1. Be Unashamedly You



To achieve your highest level of success, you must be willing to Be Unashamedly You and honor all that makes you who you are. That's what separates you from the masses

Your core non-negotiable values are the key differentiator between you and other leaders. They are the place where your greatest value and fulfillment live. The more you take a stand for all that is important to you, the more you give others a reason to take notice and follow your lead. These values also directly link to tangible business outcomes, which help you own the full benefit you offer and

## 2. Honor Your “Core Non-Negotiable Values”



## 3. Have a clear point



Having a strong belief in your role as a leader and in all that leadership means to you is key. It inspires people to follow you and identifies your place of leadership in your industry. Instead of fitting someone else's definition of what constitutes a leader, be committed to

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NOW LET'S BRING THAT LEADER TO LIFE WITH GREAT IMPACT!

Self-care is the birthplace of innovation. When you care for yourself, you are more resilient and creative. You become a higher performer in all areas AND it is a direct indicator of how you will treat those you work with.



## 5. Be an expansive



Expand your thinking in the realm of possibility. By pushing the boundaries of the past, you open the doors for innovation. You stand out as a leader in your field and inspire others to follow

Be less concerned with what has been done before and more focused on what you want to achieve...what problem you want to solve. Share this vision with those who work for you and make space for their ideas and input. This strengthens their commitment to bringing your vision to life.

## 6. Lead from a clear vision



## 7. Show your team members you care



Being the leader that others notice and line up behind requires showing your team members that you understand them and care about more than the position they are currently in. This creates deep loyalties, trust, higher

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Acknowledging team members for their efforts and ideas in a specific and meaningful way is a sign of a confident leader. It encourages contributions from everyone rather than a select few. It motivates and calls forth the best ideas

## 8. Acknowledge team members



## 9. Create opportunities for your employees



When guiding your team members to have greater impact, it is your job as their leader to help them determine how they can make the greatest contribution. Then, create the opportunity for them to do so,

Whether brainstorming new solutions, addressing challenges, or managing day-to-day activities, the element of fun provides energy to move through everything on your plate. The team that finds play together in their work creates fresh ideas, innovative ways to implement them and a deep lasting bond.

## 10. Bring FUN into all you do



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WITH ALL THE RESEARCH I HAVE DONE AND READ OVER  
THE YEARS ON THE TOPIC OF LEADING WITH PURPOSE I HAVE  
YET TO FIND A DOWNSIDE TO IT.

Not only does it address the benefits mentioned earlier, the big rippling impact is, people are jazzed to come to work.

When that is true...

BETTER  
SOLUTIONS ARE  
DEVELOPED

NEW  
PRODUCTS OR  
PROGRAMS  
CREATED

THE REACH OF  
YOUR DEPARTMENT  
OR COMPANY  
EXTENDS

NEGATIVITY AND  
GOSSIP DISSIPATE

YOUR CONSUMERS ARE  
ENGAGED IN MORE  
MEANINGFUL AND  
LASTING WAYS

PEOPLE FEEL  
CONNECTED WITH  
EACH OTHER AND TAKE  
PRIDE IN WHAT THEY  
ARE DOING

COLLECTIVELY WE  
ARE CREATING A  
BETTER WORLD

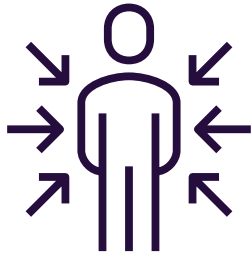
**Join the movement of Leaders that are changing the face leadership today by Leading with Purpose.**

It's not just leadership, it's where profits meet principle and leaders build beyond the bottom line.

Purpose Driven Companies, Leaders, and Employees drive product, profits and people!

**The impact is truly transformational!**

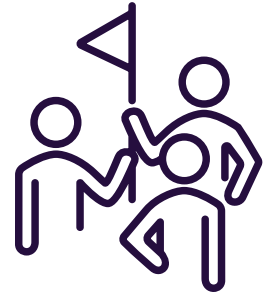
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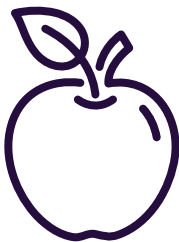
1. Be Unashamedly You



2. Honor Your “Core Non-Negotiable Values”



3. Have a clear point of view on leadership



4. Model self-care



5. Be an expansive thinker



6. Lead from a clear vision



7. Show your team members you care



8. Acknowledge team members



9. Create opportunities for your employees to shine



10. Bring FUN into all you do



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**BELINDA PRUYNE** is a sought-after Executive Leadership Advisor, Business Consultant, Coach and Speaker. She is a leading authority in guiding global executives and small business owners to become today's emerging leaders.

To learn more about how the **Leadership Advisors at BelindaPruyne.com** partner with you to become the next industry recognized, respected and rewarded leader or to have Belinda come train and inspire your teams to higher performance and success...

## CONTACT US AT:

HELLO@BELINDAPRUYNE.COM | 646-450-4244 | WWW.BELINDAPRUYNE.COM/SPEAKING



"I learned how to apply my core values and articulate my leadership strengths, which opened new doors for me and enabled me to land a new job in a new position and organization I love."

**Jennifer C.** | Senior Director Global Marketing | Hilton Worldwide



"I was blown away by Belinda's ability to articulate the challenges and opportunities of being a corporate executive in today's global marketplace.

She gave us tangible tools to work with that helped us get the most out of our employees. To motivate them to go the extra mile, use their initiatives and create solutions that were unique to what had been done before.

She was engaging, funny and had a clearer approach to get more out of fewer employees."

**Mark Schwatka** | EVP Executive Creative Director | Grey Advertising

### Resources

#2 <https://www.dropbox.com/home/BIG%20CONTENT%20-%20ALL%20TEXT%20%26%20PDF%20DOCUMENTS%2C%20EMAILS%2C%20NEWSLETTERS%2C%20OPT-IN%20DELIVERABLES%2C%20ETC./BIG%20LEADERSHIP%20BRIEFS/2019/Q-2%20Leadership%20Brief%20Information/RESEARCH%20DOCS?preview=EY-purpose-led-organizations.pdf>

#3 EY HBR Article [https://www.ey.com/Publication/vwLUAssets/ey-the-business-case-for-purpose/\\$FILE/ey-the-business-case-for-purpose.pdf](https://www.ey.com/Publication/vwLUAssets/ey-the-business-case-for-purpose/$FILE/ey-the-business-case-for-purpose.pdf)

#4 Article by Leah Weiss from Mindful.org <https://www.mindful.org/finding-purpose-job/>

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