

# Navigating Purpose: Prioritising and Rediscovering Your True Direction




*"I'm helping to put a  
man on the moon"*



#1 Goal of this talk

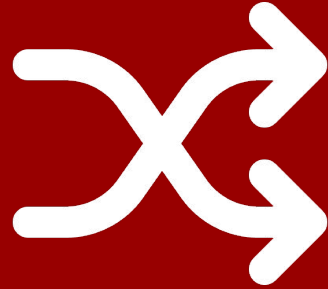
Find or create that purpose

A close-up shot of Tony Stark (Robert Downey Jr.) from the movie Iron Man. He is looking upwards and to the left with a thoughtful or slightly concerned expression. He has a goatee and is wearing a dark suit and tie.

*To inspire human progress through the  
power of communication blah blah blah ...*

The Power of having a purpose is real

- Focus
- Motivation
- Attract customers, investors ...
- Innovation
- Financial Results



Purpose, Vision, Mission = Ambition

## Good Purpose statements are

- Derived inclusively
- Concise yet descriptive
- Inspiring & memorable
- Authentic & relevant
- Maintained & cascaded





“We’re in business to save our home planet.”



“ ... every journey matters” ?!







From “marketplace dominance”  
to “moments of ... happiness”



Neglected purpose

wework

Photo: Justin Sullivan, Getty Images



Mentioned frequently,  
informs everything

We exist to improve the quality  
of life for people in Ireland,  
for now and for generations to come.

an  
post



cascading purpose



write it on the walls





how about your team's  
purpose?

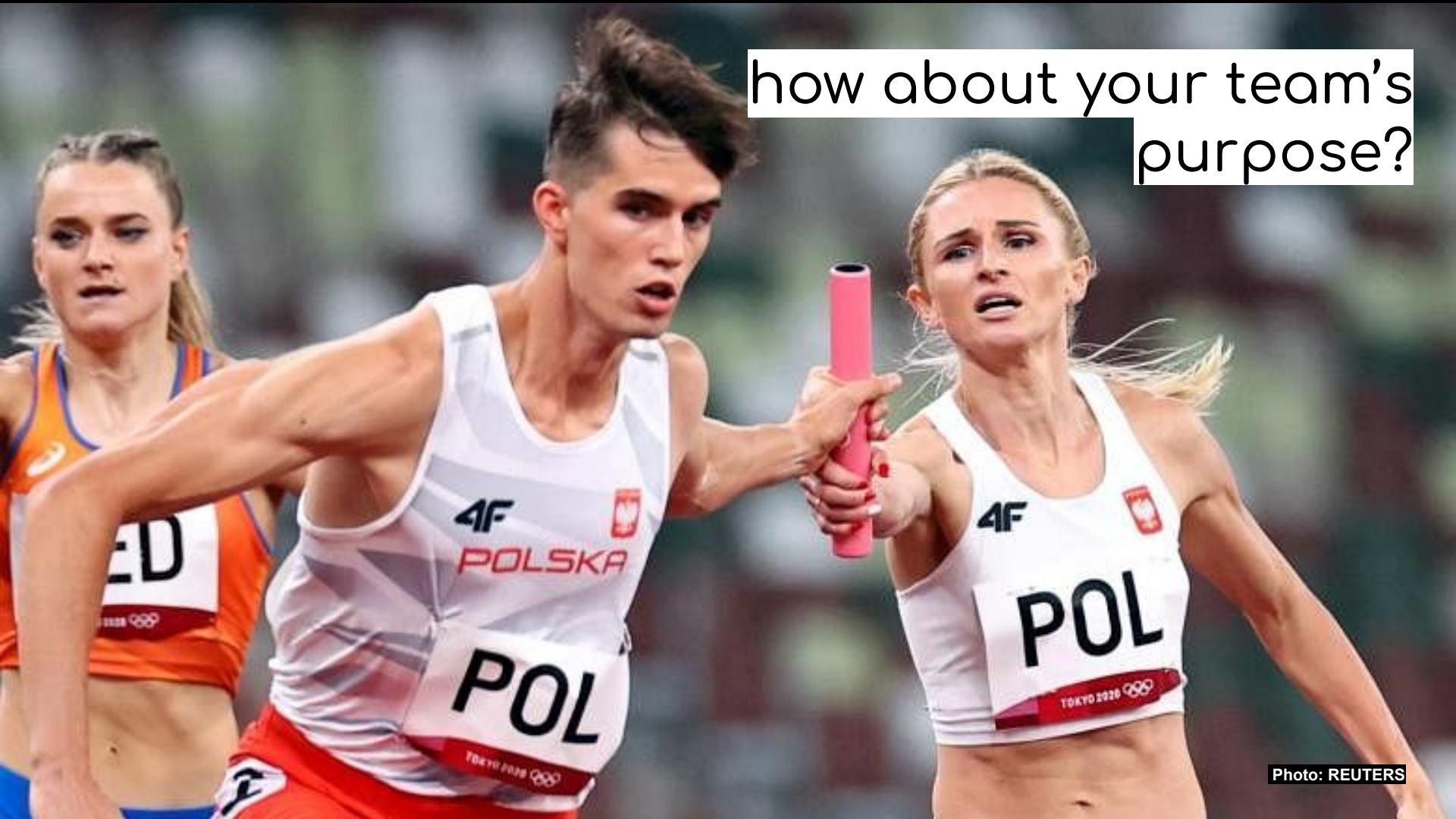


Photo: REUTERS



how about your purpose?



Photo: REUTERS

Jennifer, what's your purpose?



## Jen's Purpose

“To enhance the quality of life of my family and the community, navigating challenges with positivity and resilience”

Jen's Purpose

myself

"To enhance the quality of  
life of my family and the  
community, navigating  
challenges with positivity  
and resilience"

of today

Your homework

Find or create that purpose

[linkedin.com/in/frankgaine](https://www.linkedin.com/in/frankgaine)

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