

The Importance of Purpose

To have a purpose driven life is to live a life that gives you the satisfaction and inspiration to draw from a reservoir of energy that helps you glide through the complications of daily life with grace and power.

In organisations, purpose matters because it galvanises a group to transcend the myopic needs of individual stakeholders and their related self-interests. Purpose is the glue that holds the focus and helps staff remain self-aware while having emotional buy-in to the unique brand they represent. When an organisation is driven by a higher purpose that serves the communities which the organization serves, you achieve loyalty from all stakeholders.

Here are a few distinctions regarding purpose:

- **Purpose** = refers to the difference you're trying to make in the world.
- **Core Values** = are the guiding principles you or your business uses to realize its purpose.
- **Mission** = is the core strategy that must be undertaken to fulfil that purpose.
- **Vision** = is a vivid conception of how the world will look once your purpose has been realized.

Here are some great examples of organisations that claimed their purpose:

- Disney: To use imagination to bring happiness to millions
- Johnson and Johnson: To alleviate pain and suffering
- BMW = To enable people to experience the joy of driving.
- Humane Society = Celebrating animals, confronting cruelty

The personally application of purpose provides a grounding and anchor for the individual to measure their thoughts and behaviours. Organizationally the establishment of a higher purpose reduces the friction in the ecology of the stakeholders because everyone is aligned and pointed in the same direction with the same purpose moving forward.

So how do you discover your purpose and actualise your life into alignment with a direction that is meaningful to you? Victor Frankl, an Austrian psychologist wrote one of the ten most significant books ever written (cited by the Library of Congress) entitled “Mans Search for Meaning.”

Within his book he states there are three ways to uncover your meaning and purpose:

1. Doing work that matters
2. Loving unconditional
3. Finding meaning in suffering. We are not guaranteed to never suffer. The true freedom comes in the meaning we ascribe to the suffering. We have the freedom to choose.

If we cannot individually find meaning in our suffering we enter a world of deep despair. If an organisation has not established its purpose and there is no deeper meaning to why the organisation exists except for profits, it will remain unsustainable.

Both paths can lead to destruction. The more meaning we can find in our personal suffering the less the despair. The more meaning we can establish in our organisation the greater the vibrancy of a sustainable, profitable culture where people thrive.

Purpose matters as people crave meaningfulness in work and life. It is a journey of creating legacy and living

purpose that saves us from a Monday through Friday slow death from boredom and mediocrity.

Purpose gives each one of us the juice to keep excelling and innovating. Passion can be ignited by an organizations higher purpose and give meaning to all stakeholders to go beyond the norm in performance because the result is more than a salary but a legacy in the communities to which they belong.

This passion is the sustainability model that proves to be extremely good for the individual, for business and profit generation. Being purpose driven is good for you and good for business.

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Date Published: 29 March 2013