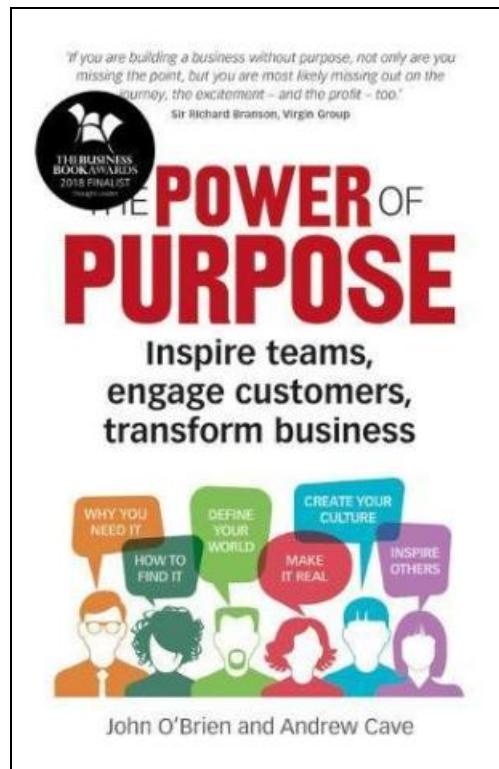


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THE POWER OF PURPOSE: INSPIRE TEAMS, ENGAGE CUSTOMERS, TRANSFORM BUSINESS (PAPERBACK)



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Pearson Education Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. ****The Power of Purpose has been officially shortlisted in the Thought Leader category for The Business Book Awards 2018, as announced on 17th January 2018.**** In a world where volatility is the new norm and change is a constant, the individuals and organisations that are flourishing are those with a clear sense of purpose based on authentic ethical values. Purpose is the secret ingredient - with purpose you have the key to exceptional performance, greater wellbeing and clarity in a VUCA world. But how do you find such purpose and ensure it propels your business forward? The Power of Purpose shares a simple 6-step framework you too can identify, clarify and shape your business purpose. You ll gain a competitive advantage and boost your bottom line, but the benefits are not just commercial - you ll also inspire a new generation of employees, foster innovation, simplify decisions and build customer and brand loyalty. Based on qualitative interviews with well-established and emerging leaders on how they bring ethical purpose in business to life, as well as sharing the results from a questionnaire with purpose-led businesses you ll find a step-by-step approach for applying purpose to simplify complexity, harness a purpose-powered workforce and create customer loyalty. How can purpose provide clarity? How can it accelerate success? How can it build a long term sustainable business? The Power of Purpose is your secret ingredient. If you are building a business without purpose, not only are you â missing the point, but you are most likely missing out on the â journey, the excitement - and the profit - too. â Sir Richard Branson, Virgin Group Purpose is a key enabler in the delivery of sustainable long-term value for...



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