

Engaging People with Purpose & Profit

Getting your people to own the
corporate goals and strategy



You need to clarify your company's purpose.

90% of executives agree that purpose matters, but only a minority indicate that their company currently runs in a purpose driven way. This is problematic.

A clear company purpose is rapidly becoming a key factor for customers, talent, society and even shareholders. What used to be a fluffy feelgood statement on a CEO wall, is rapidly becoming a cornerstone of business.



We can help you formulate your company's purpose.

We can help you to (better) formulate and live your company purpose in a way that resonates with your people, your organisational capabilities, society and your bottom line. Not just by running management workshops, but by bringing you the knowledge, methods and tools that you need to measure, manage, and even monetise purpose for your business.



Formulate

We help you formulate a purpose statement that sounds good and resonates with your people and business.

How we do it

1

Understand

A purpose statement only has value if it resonates with the prevailing culture. So we use informal conversations and formal assessments to understand the values of your people, your leaders, shareholders and marketplace.

2

Formulate

To be actionable, purpose statements need to be complete and specific. In a series of workshops we help a mixed group of stakeholders in your business formulate a purpose statement that is both visionary and pragmatic.

3

Validate

Purpose needs to be carried by everyone in the organisation. So before acting on a statement created in an ivory tower workshop, we validate resonance in your organisation and improve, if needed.

Result

A validated purpose statement that is commercially relevant gives your people a reason to get out of bed.



— Activate

We help you bring your purpose statement to life in the actions and behaviours of your people.

How we do it

1

Assess current situation

Before moving to action, we co-create a zero-base assessment to evaluate whether your people (feel they can) truly live your company purpose and whether your business actually delivers on the promises it intends to make.

2

Create conditions for success

Even the most inspiring purpose fails, if the organisation's infrastructure gets in the way. So we help you review your processes, policies and KPIs to ensure the roll-out of your purpose is set up for success.

3

Create a purpose movement

Once you are ready to roll-out, we help you create an ambassador and communication programme to create a movement where your people are encouraged to take initiatives that 'bring the purpose to life'.

Result

A programme for a purposeful business where people are willing, skilled and able to 'live the company purpose'.



— Calibrate



We help you measure whether your business truly lives its purpose and identify key actions to improve.

How we do it

1

Measurement

Based on your zero-based assessment, we help you to continuously measure the degree in which your business and your people (are able to) live your company purpose. As well as identify potential bottlenecks.

2

Closed loop action

We co-create action and governance programme that allows your people to continuously identify, prioritise and address the root causes of any disconnects that your measurement programme picks up.

3

Recalibrate

The world continuously changes and the way your purpose comes to life needs to evolve with it. So we conclude with an annual calibration that ensures your purpose stays relevant for your people, your clients, society and your bottom line.

Result

A continuous improvement programme to ensure that your company gets ever better at living its purpose.



Want to know more?

Because every company and situation is different, HR & Strategic Change will provide practical assistance directly to your company.

We will help you create a continuous improvement programme to ensure that your company gets ever better at living its purpose specific to your business and situation. Want to know how we do it?

**SET-UP A FREE
MEETING WITH US**



Key Facts *About MCE & AMA*



10,000,000

participants on AMA
& MCE programmes
in the last 10 years



92%

of Fortune 1,000
companies are our
business partners



96%

of participants report they
are using what they have
learnt at AMA & MCE



1,000+

expert
facilitators
globally



100+

Open Training
Programmes running
throughout EMEA



98

year's experience
working with our clients
around the globe

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International Management Development services
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