

## **IS YOUR BUSINESS ON PURPOSE™?**

A sense of Purpose, not money and not status, is what employees most want from their work. Having a sense of meaning that almost demands an extra-ordinary contribution.

They need a genuine sense of belonging. Purpose shapes patterns of behaviour and creates a strong sense of direction within a workplace that gives an organisation a sustainable competitive advantage.

Your company's purpose lies at the intersection of your team's strengths and passions. It empowers your organisation to be a world leader. When Steve Jobs rejoined Apple in 1996 his first task was to redefine Apple's purpose as the "*Counter Culture Maker of Insanely Great Computers*". It is no coincidence that he is also a board member of another purpose-driven company, Disney, who's purpose set many years ago by Walt Disney is to "*Make People Happy*".

Once an organization is **ON PURPOSE™** behavioral management is a breeze. The need to explain right from wrong is replaced by people being able to self-correct if their actions aren't aligned with the purpose of your organisation. The fact is, most employees don't 'get' vision and mission, but purpose is easily communicated throughout an entire organisation.

## ***WHEN YOU KNOW THE WHY, THE HOW FOLLOWS NATURALLY***

Engage Andrew Darbyshire and he will transform your organisation with simple proven tools to help you develop and clearly articulate your purpose. The approach Andrew has developed involves a two-step process, involving management in the first instance to formulate the organisation's purpose, and then the second is to roll-out that purpose into the field.

## ***WHEN YOU ARE ON PURPOSE™ FAILURE IS NOT AN OPTION***

A Fellow of the Australian Institute of Company Directors, Andrew Darbyshire is a successful Melbourne-born international businessman, author and philanthropist. He founded his software business, PacSoft, in the mid-80 and now has staff and offices in Australia, New Zealand and the USA. His path to success wasn't easy and he has experienced significant personal loss along the way. He knows the discipline that is needed to achieve true success. In addition to his business success, he is;

Board member of Florey Neurosciences Foundation Council, Zoos Victoria Foundation, Petstock Foundation. Chairman of The Click Foundation, Child Abuse Prevention Research Australia. Member SecondBite Fundraising Committee. Chairman and Founder of Caitlin's Retreat.

