

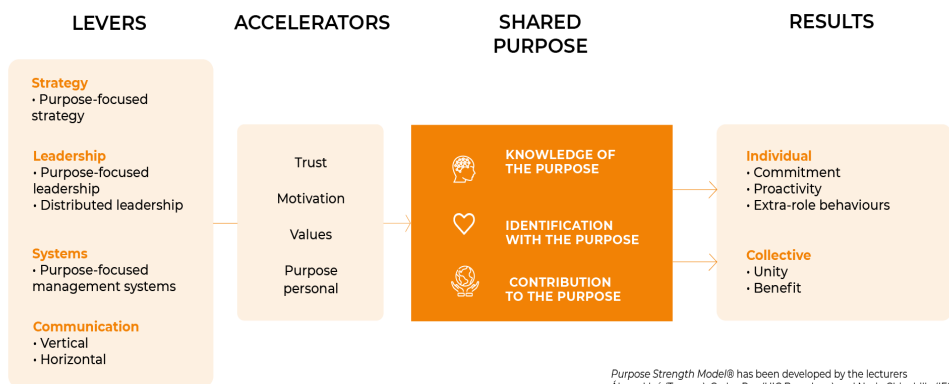
PURPOSE STRENGTH MODEL

Driving organizations with purpose

Model for measuring the strength of purpose

Purpose Strength Model® is a new measurement model created to assess, diagnose and enhance the generation of a shared purpose in organizations. It analyzes the organizational levers on which to enhance the development of an organization with purpose, the degree to which workers have internalized it, the variables that accelerate this internalization and the impact that all this has on the organization.

PURPOSE STRENGTH MODEL®



Purpose Strength Model® has been developed by the lecturers
Álvaro Lleó (Tecnun), Carlos Rey (UIC Barcelona) and Nuria Chinchilla (IESE)

Research about purpose

Purpose Strength Model® started as the result of the R+D project *Measuring the Purpose Strength* in which 1,500 employees and 350 managers of 20 companies in 4 different countries were surveyed, and whose purpose is to delve deeper into the development of organizations with a strong sense of purpose and to develop an international measurement standard in this field of knowledge.

The measurement model has been developed by the lecturers Álvaro Lleó (Tecnun), Carlos Rey (UIC) and Nuria Chinchilla (IESE) with the support and collaboration of the Department of Missions Management of UIC Barcelona, DPMC and Corporate Excellence - Centre for Reputation Leadership.

PURPOSE STRENGTH MODEL

Driving organizations with a purpose

What do we offer?

Through this model, we offer an assessment and a complete diagnostic report to begin a process of transformation towards an organization with a strong sense of purpose.

Model implementation method:

1. **We take the pulse of the organization**, surveying managers and workers, guaranteeing their anonymity and the confidentiality of their responses.
2. We make a **diagnosis as to the degree to which an organization has a shared purpose**, contrasting the information from managers with that from workers and also compare it with that of similar companies.
3. **We design a custom action plan** to start a process of transformation towards an organization with a shared purpose.

The importance of purpose

- 9 out of 10 employees would be willing to earn less for a more meaningful job (*Achor et al., «9 Out of 10 People Are Willing to Earn Less Money to Do More-Meaningful Work», Harvard Business Review, 2018*)
- To increase trust... more than 75% of employees think that CEOs should clarify the purpose and vision of the organization (*Edelman, Edelman Trust Barometer, 2018*)
- 70% of managers say that having a solid purpose is key to be able to navigate in VUCA environments (*Beacon Institute, The State of the debate on purpose in work, 2016*)
- Organizations with purpose increase customer loyalty by 52% (*Beacon Institute, The State of the debate on purpose in work, 2016*)
- Only 39% of managers think that their companies have clearly defined their purpose (*Harvard Business Review & EY, The Business Case for Purpose, 2015*)
- The impact of having employees who identify with the purpose on commitment may be 73% (*Lleó et al., «Measuring the Purpose Strength.» In Rey, C. Purpose-Driven Organizations, 2019*)
- The impact that it has on profits to have an organizational model focused on a purpose can reach 30% (*Lleó et al., «Measuring the Purpose Strength.» In Rey, C. Purpose-Driven Organizations, 2019*)

For more information:

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