

PURPOSE DRIVEN LEADERSHIP



“Fewer than 20% of leaders have a strong sense of their own individual purpose, and even fewer can distil their purpose into a concrete statement.” (Harvard Business School)

The age-old question – what is life about, what is our purpose?

Some people ask this question more than others, some people spend their life searching for that ‘something’, some feel they are destined for bigger and better things, yet they strive for something that they just cannot and will not ever find. If you were to define ‘Purpose’, you may well split it’s meaning into personal purpose (family, interests, life goals) and professional/leadership purpose. But we would argue that there’s no need to separate them, as the line between them is paper thin. Leadership purpose goes far deeper than what you just want your team and your business to achieve, and what your career goal and motivation is. Personal goals and professional goals merge when you come to realise that you cannot have professional goals without realising they include so much of what drives you personally, as an individual, away from work, away from business and your organisation.

Let me ask you, what is your leadership purpose? Do you want to be a great leader? Do you find meaning in what you do? Do you understand the ‘why’ behind what you are doing?

Your purpose isn’t what other people think it should be, it isn’t even what you think it should be! If we let purpose be our biggest internal driver, we will look to the future and connect with our purpose. If we understand what our purpose is, it will cascade down to those who work for us without even trying, and more importantly, if we understand what motivates us, we will increase our ability to achieve those goals. We will put into practice what we seek, and we will make fundamental changes to the way we lead.

Your purpose: “It’s not what you do, it’s how you do your job and why – the strengths and passions you bring to the table no matter where you’re seated...” (Nick Craig and Scott A. Snook)

If you take responsibility for your personal story and journey you will understand the ‘why’ behind what you’re doing. So, just how can gaining an understanding of your purpose help you in your everyday work? Well, your leadership purpose will impact your team greatly. Research shows that understanding what motivates us as leaders not only motivates our team in turn, but increases our ability to achieve real goals. Not insipid, generic, flowery goals.. but real goals that are achievable within your career lifetime!

Our purpose at Royall is to positively change the industry we serve, through our integrated Employer Brand & Talent Development Consultancy offering, and to change others. We optimise corporate and personal brands to facilitate valued, long-lasting relationships. This is our purpose, and we encourage you to find yours. What is your Brand You? What is your passion, purpose and promise?