

grow  
on purpose  
being. more.

# Grow

grəʊ/

verb

Come into existence and develop.

# Growing pains?

Do you have a purpose but can't get traction?

Is your legacy being lost in the BAU?

Is your culture adaptive, fast enough?

Can you innovate ahead of consumer needs?

Are you being changed by the market or changing it?

How are you working on your difference?

Are society's expectations becoming harder to anticipate?

Is it a challenge knowing how to respond?

Are you being believed when you do?

Is trust harder to create and maintain?

Are you being preferred?

Is it easy to attract and keep great talent?

Do you have the right customers?

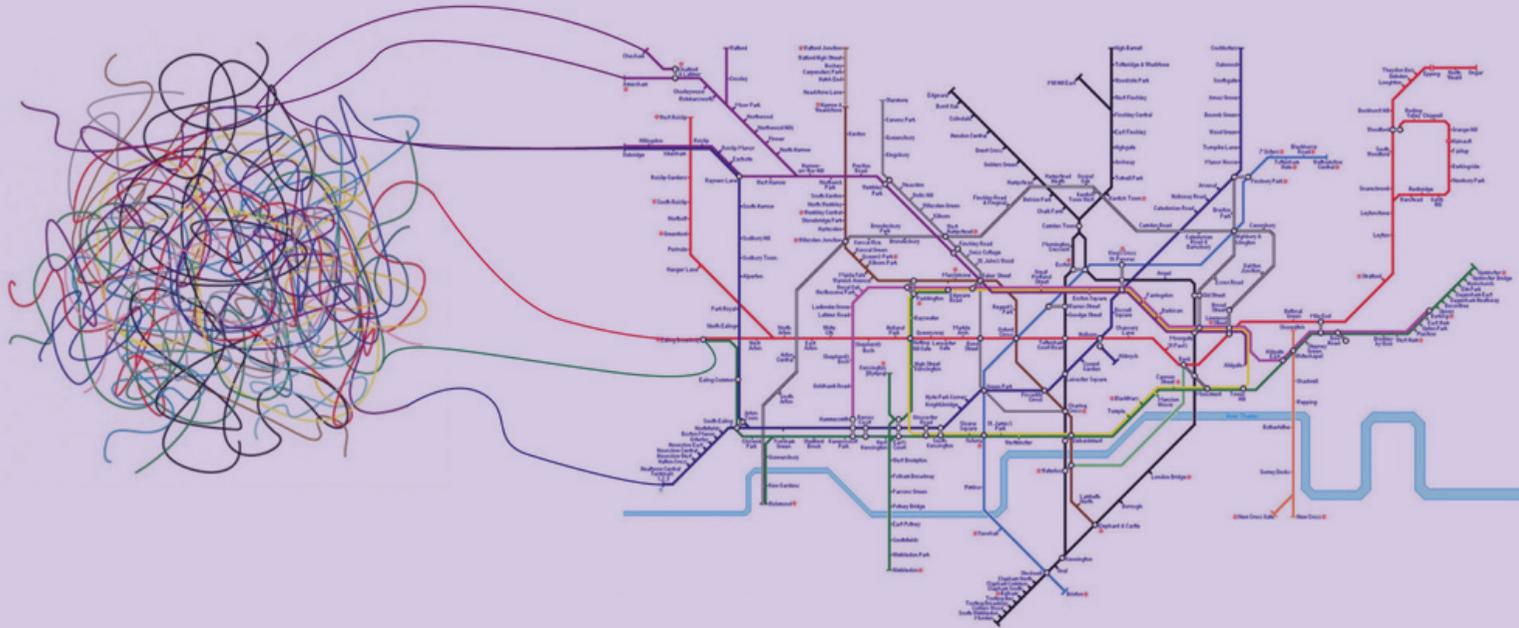
These are some of the growth challenges of today. But they will not be met by only today's tools and mindsets.

Leaders need an additional framework for being wise in the face of these evolving needs.

Purpose offers that framework. It can translate intangible values into tangible experience.

To Grow. On Purpose is to succeed using purpose and values-led mindsets and systems.

**To Grow. On Purpose, we use your purpose and values...**



**...as system drivers for clarity, productivity and innovation.**

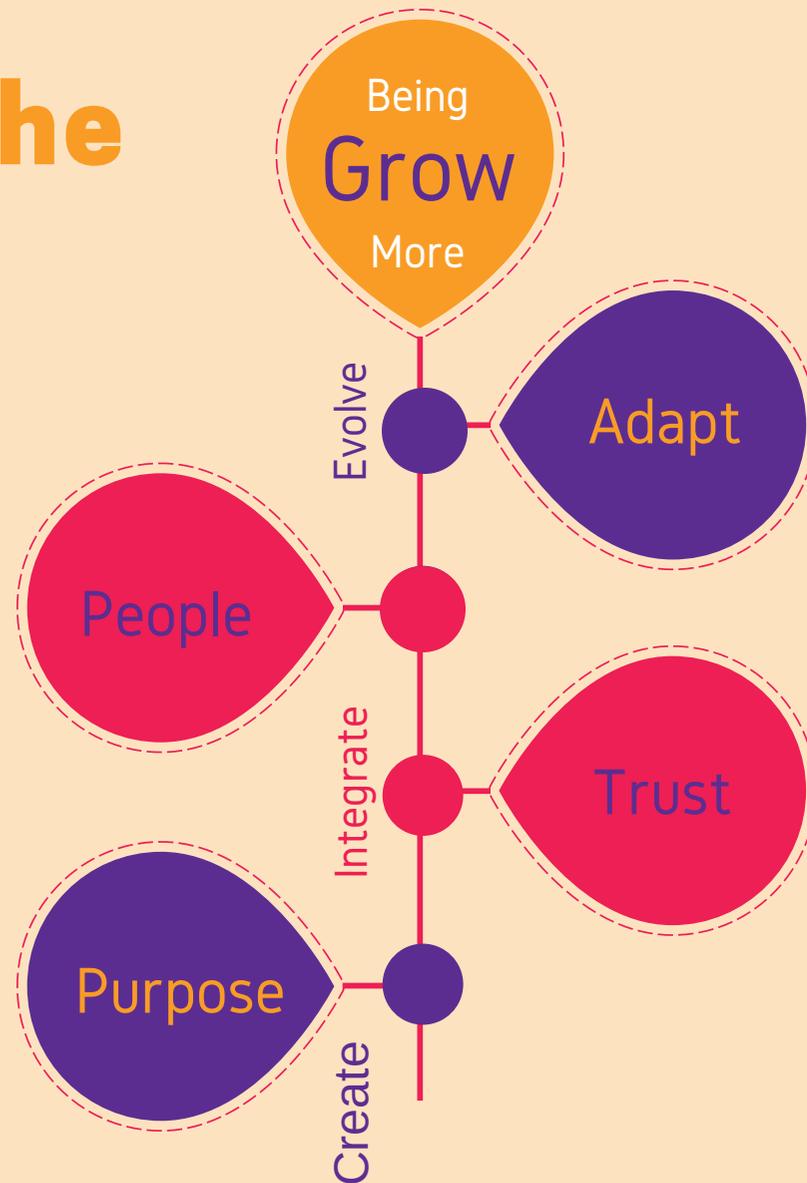
# Our Purpose

To help you grow through your purpose.

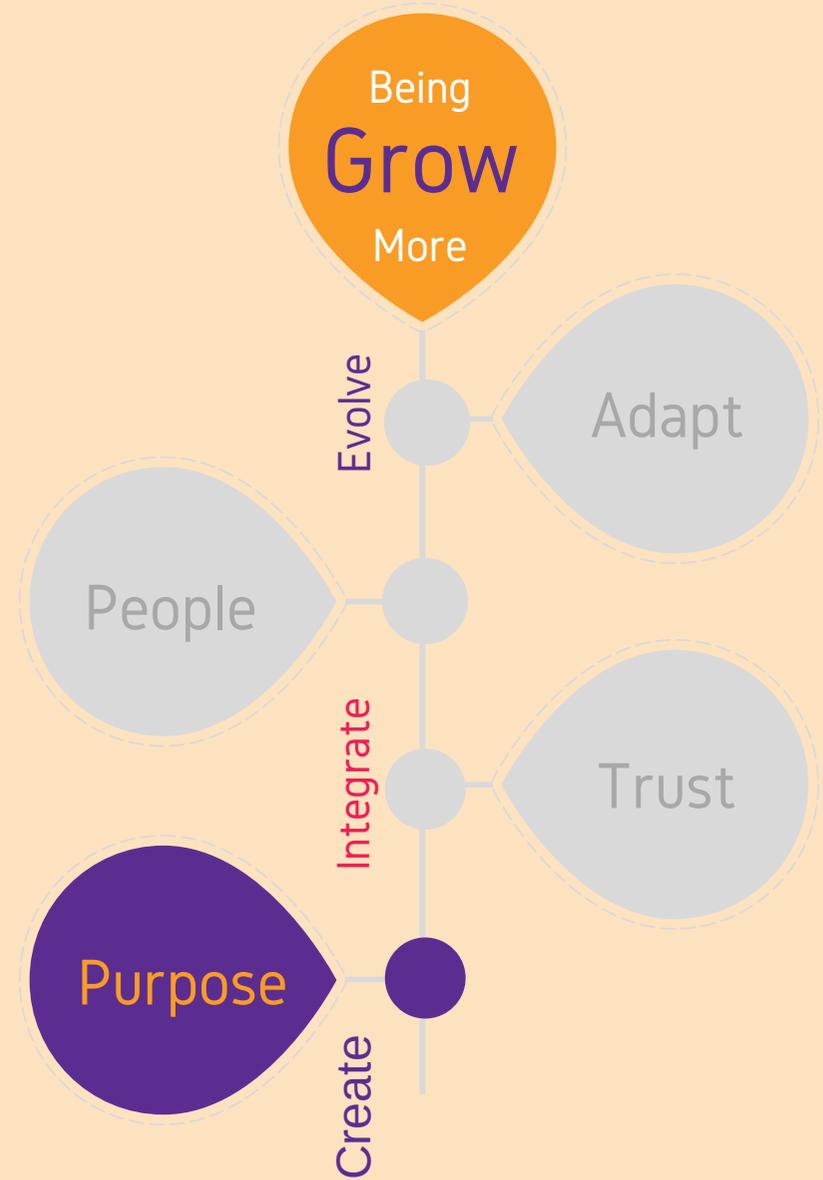
# Our Mission

To create purpose and values-led systems  
that grow adaptive and evolving  
organisations of change.

**We put your  
purpose to  
work from the  
ground up**



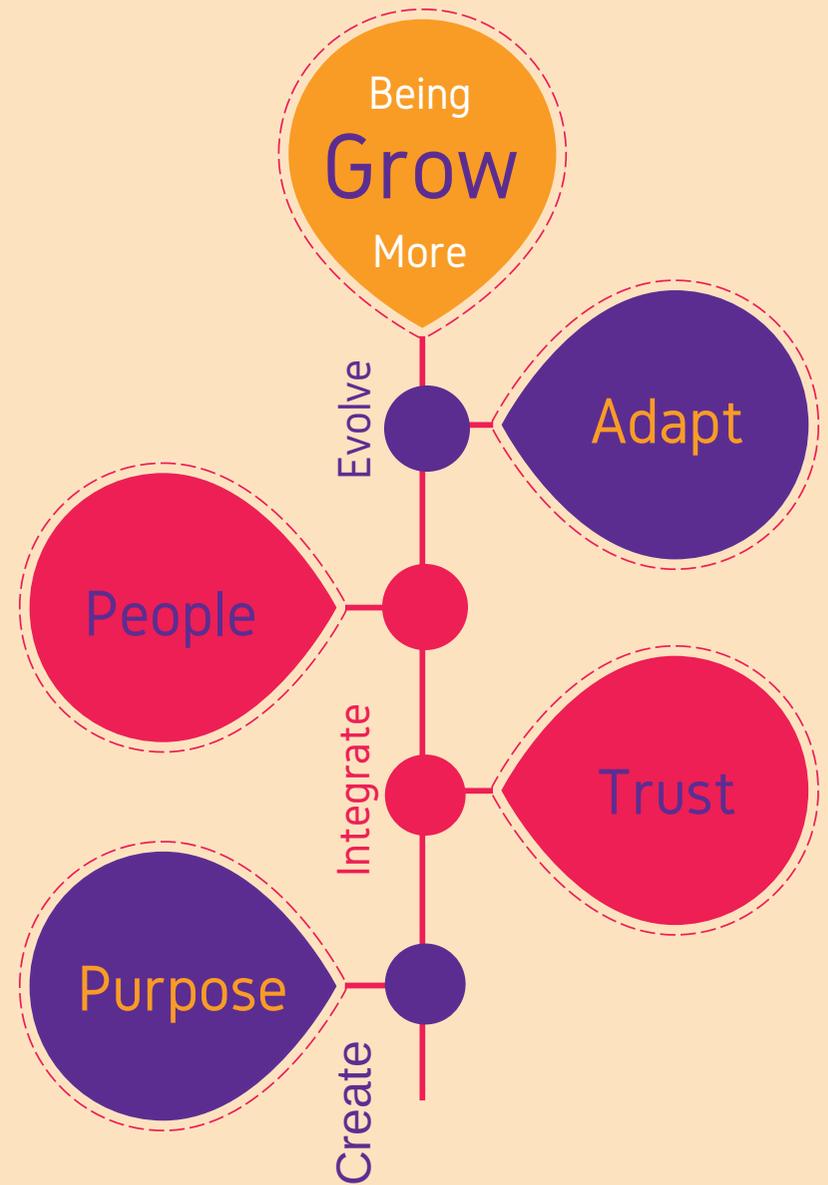
Catalysing your capability to grow  
by **creating**, **integrating** and **evolving**  
your **purpose** in your business  
culture and systems.



3. Providing the stable platform for divergent and **adaptive** thinking.

2. Underpinning an enduring shared culture and **trust** with your **people** (team, customers and society).

1. Creating **purpose**-led operational clarity and focus.



# Create - Your Purpose

"What is needed now are new ways of thinking, relating, learning and organising that enable organisations of all kinds to reconnect to their core purpose; and use this as an energetic and creative wellspring from which to generate and execute breakthrough strategies and innovation that shapes futures fit for generations to come."

Dr Nick Udall

CEO of nowhere Group

From his book "Riding the Creative Rollercoaster" published February 28, 2014

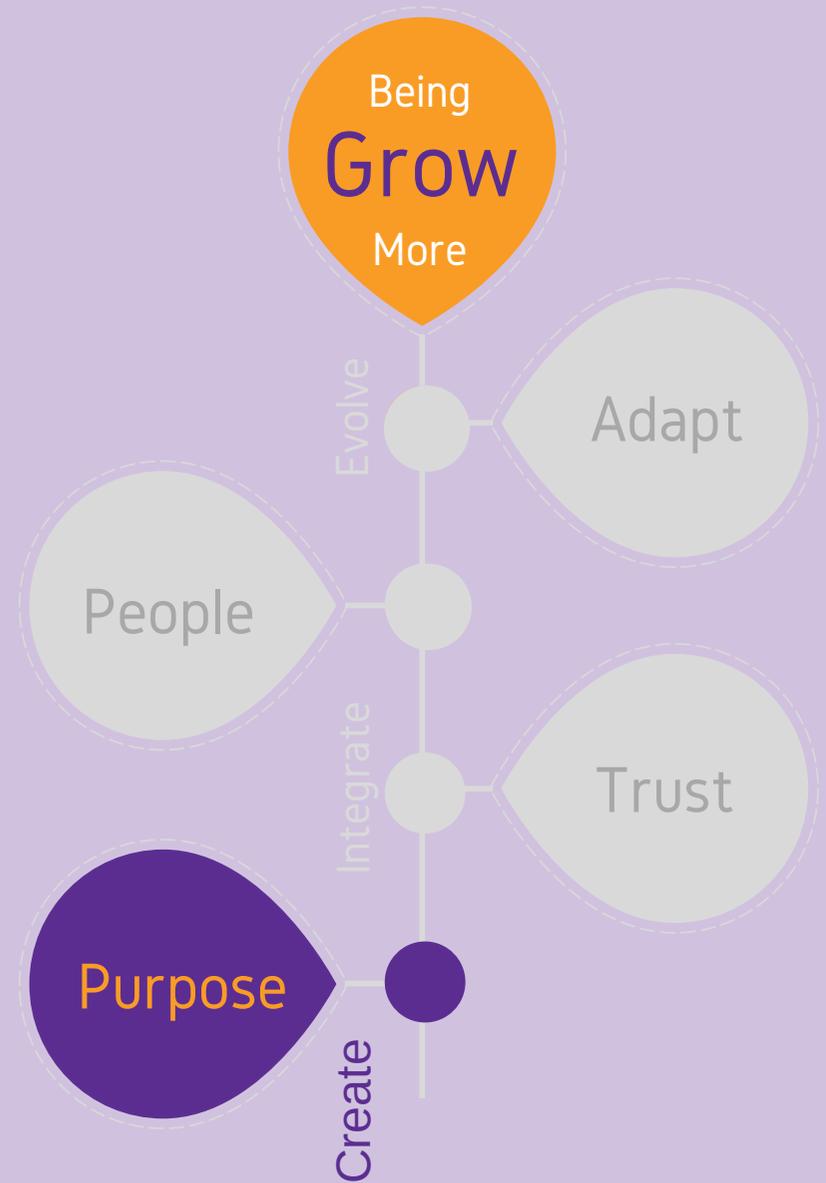
# Create - Your Purpose

Know what yours is and can do.

**PURPOSE CREATION.** Our Purpose Creation process enables a leadership led, customer informed and team delivered way to discover it.

**PURPOSE ASSESSMENT.** If you have an existing purpose, we assess impact and effectiveness with all stakeholders utilising our **Purpose Matrix™**. This enables you to be clear on where your purpose investment is working or could be performing better.

**PURPOSE AND CUSTOMERS.** We qualitatively assess your purpose's impact on creating preference with customers and enable you to achieve greater traction.



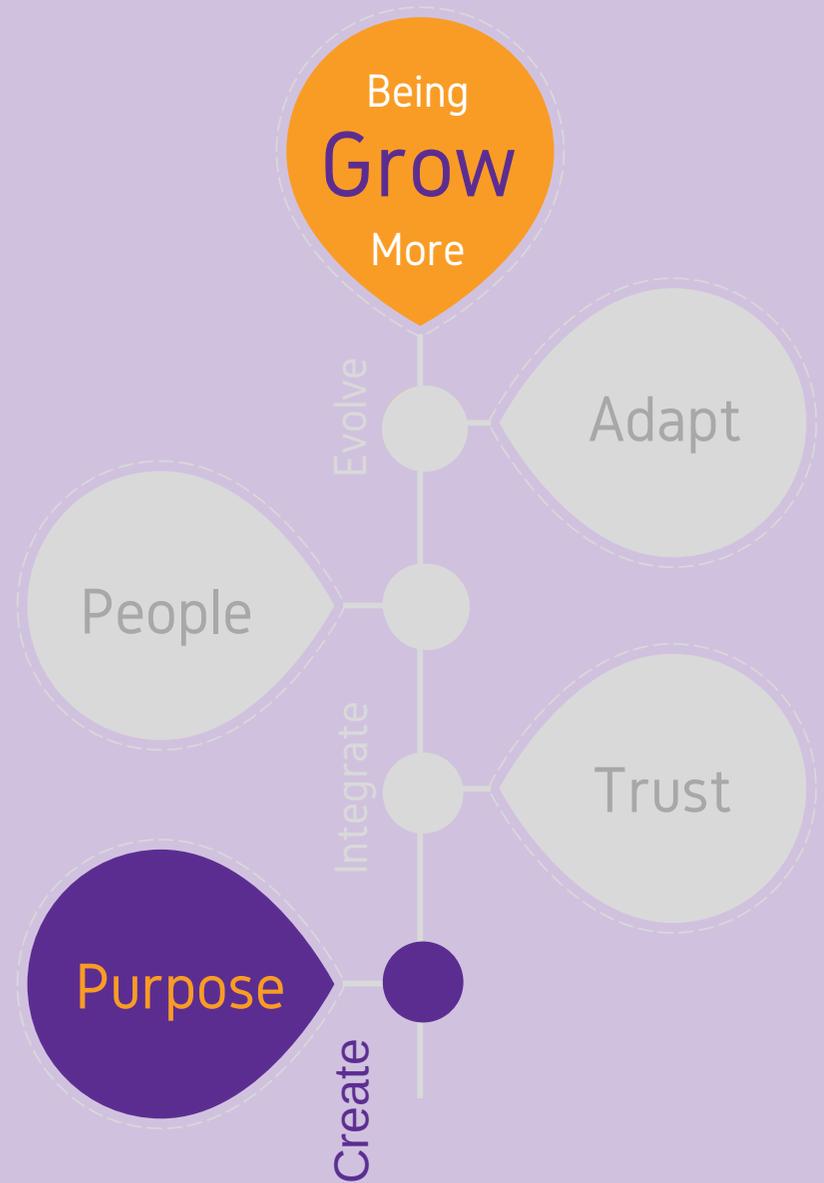
# Create - Your Purpose

Know what yours is and can do.

**PURPOSE AND TEAMS.** Does everyone in your Team buy it? With our **Purpose Matrix™** we create a roadmap of purpose integration. From Enterprise level cascading through to individuals, we identify the team hotspots that will maximize your purpose impact on your culture

**NEST PURPOSES.** We help your teams define and operationalise their unique “nest purpose” so they can serve your organisation’s purpose while remaining true to their own operational reality.

**PURPOSE FOR PROFESSIONAL DEVELOPMENT.** This is a **proven driver of committed teams**. We purpose profile individual team members using a scaleable on-line tool, [Imperative](#). The outputs are used to create a purpose plan for every team member that forms part of their personal development and KPI’s.



# Integrate - Purpose, Culture and Trust

“At the end of the day, you need to have a culture that your customers can believe in.”

Greg Medcraft

Chairman, Australian Securities and Investments Commission

As quoted in an article “We all pay the price when businesses break our trust”

Ross Gittins, Sydney Morning Herald, March 22 2016

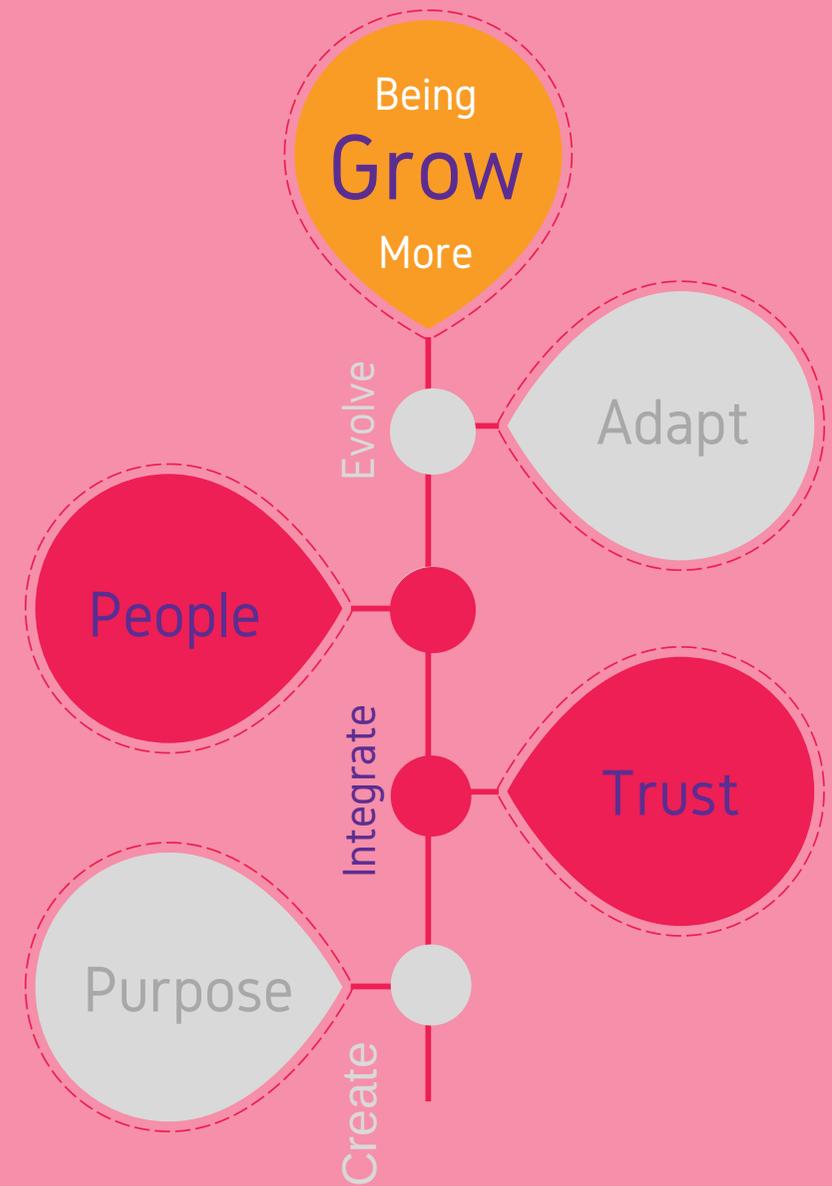
# Integrate - Purpose, Culture and Trust

A purpose that works is a purpose that is worked on; system by system.

PURPOSE AND LEADERSHIP. Culture is defined by leadership "norms". Is your leadership system purpose optimised or compromised?

We measure individual leader and leadership system purpose capability using **Total Leadership Circle** tools. These give a 360 degree view of the capability build required to be successful leaders through purpose.

We use Agile systems to programatically coach leaders and teams on the integration of purpose behaviours and processes into their BAU.

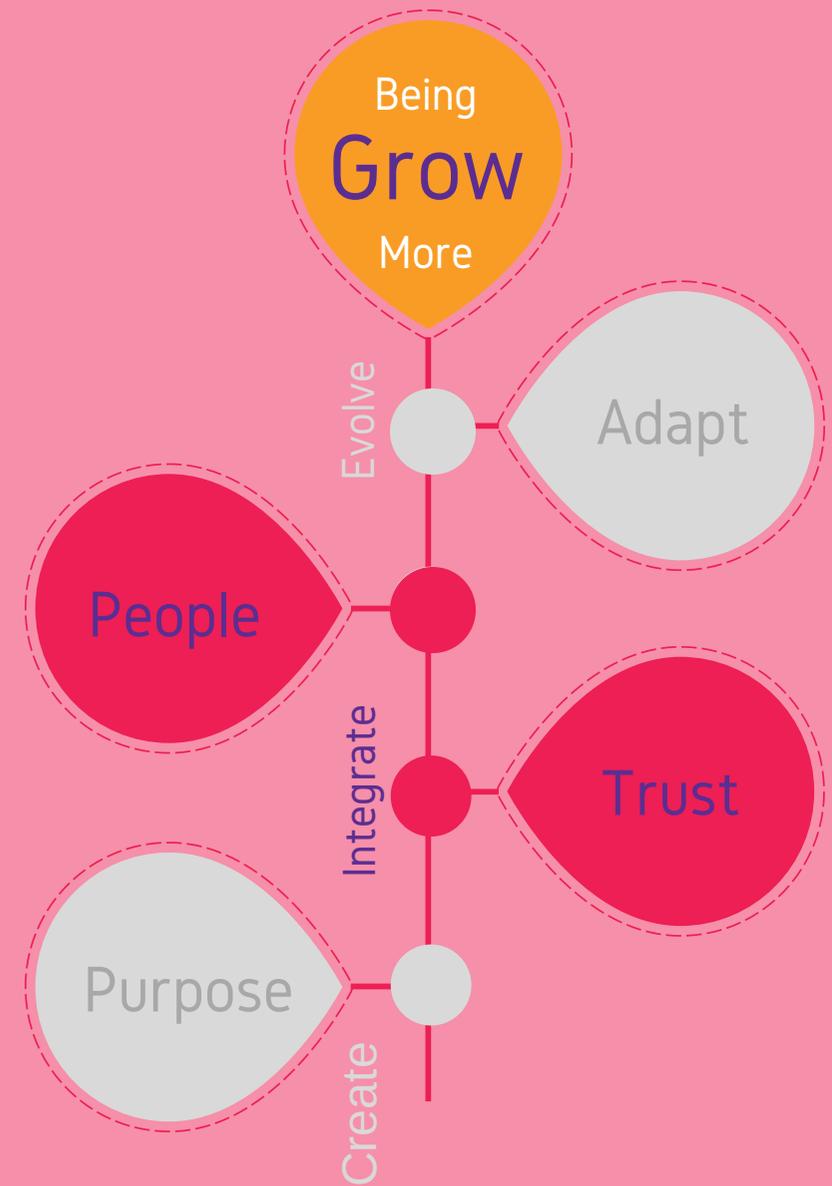


# Integrate - Purpose, Culture and Trust

A purpose that works is a purpose that is worked on; system by system.

PURPOSE, CULTURE AND TRUST. Is trust something you hope for or consciously create? Is the culture you believe you have the one experienced by your Team and customers? Do your processes and systems support or detract from positive experiences with your organisation?

Using our [Trust Platform™](#), we assess where your enterprise is or is not able to maintain consistency between what you promise and what you deliver to both teams and customers; creating clarity as to the gaps to be closed and early wins in developing purpose traction and trust with stakeholders.



# Evolve - Activate Your Purpose to Adapt

“Adaptive organizations in my view are the minimum requirements to deal with a future which is full of paradigm shifts, which means that incumbents go away... that future is uncertain. It’s pretty fast in the way it changes so we’ve got to create an adaptive mindset. And this adaptability is actually the right element to foster change actively.”

Joe Kaeser, CEO, Siemens

Leaders On Purpose research paper, May 2018.

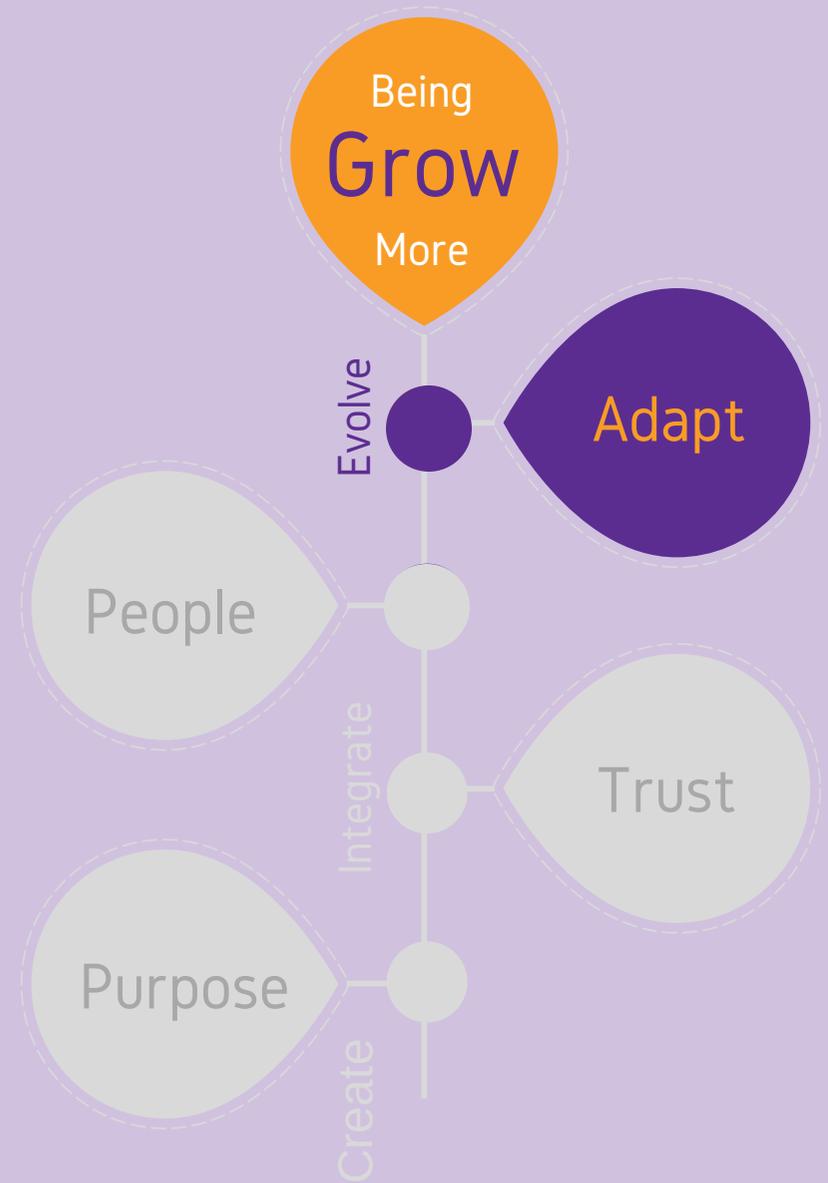
Leaders On Purpose is a collaboration between the Harvard School of Public Health, The London School of Economics and The World Bank.

# Evolve – Activate Your Purpose to Adapt

Be connected. Be agile. Be sustainable.

PURPOSE AND INNOVATION. Your capability to utilise purpose as your innovation platform.

Informed by data from your **Trust Platform™** and insights from your **Purpose Matrix™**, **Adapt Mapping™** is a system delivered road-map of the adaptations you can undertake to create commercial and societal advantage through your purpose.



# Evolve – Activate

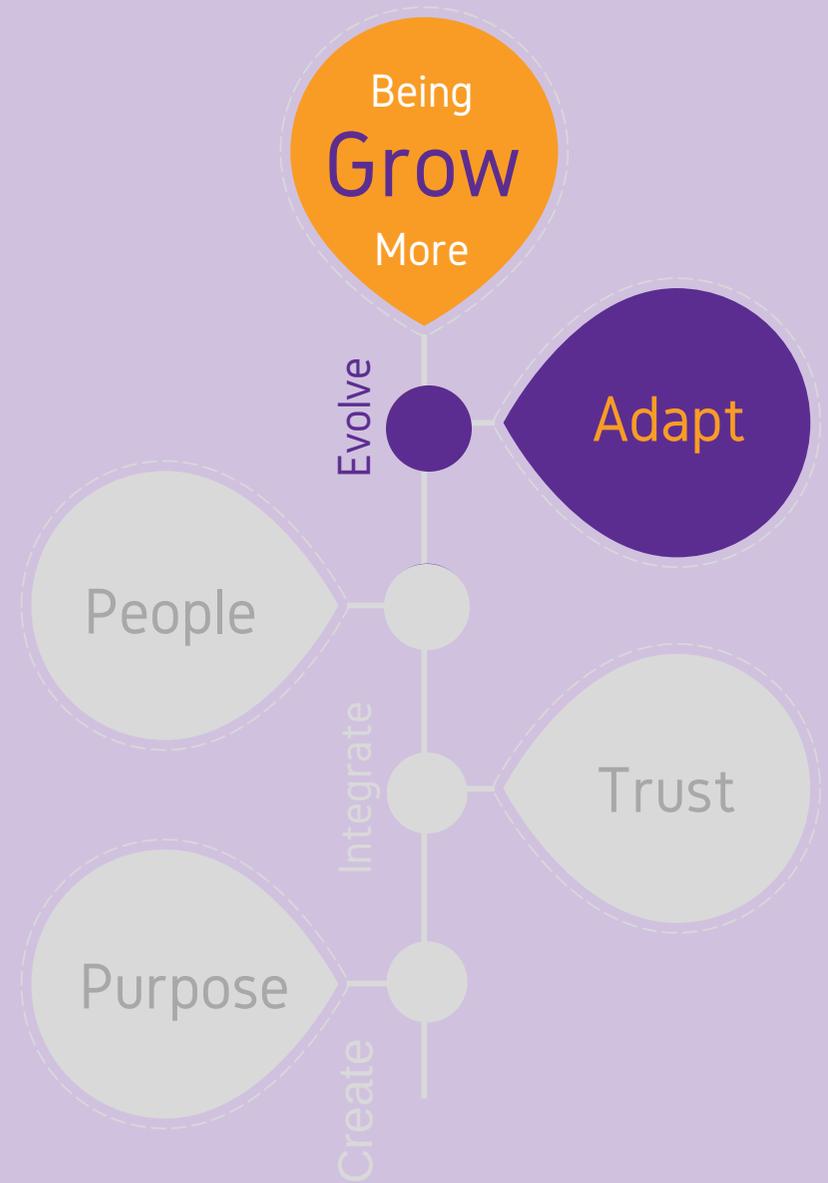
## Your Purpose to Adapt

Be connected. Be agile. Be sustainable.

PURPOSE AND ADAPTIVE NETWORKS. Growing your organisational ability to enduringly sense, respond and shape to what is emergent has been defined as [the key leadership challenge into the future.](#)

To achieve this, your traditional organisational system needs **Adaptive Network** capability; the ability to tap into the change-makers, divergent thinkers and unexpected partnerships that can help release the latent potential in your organisation.

COLAB. Is our service to curate your “Adaptive Networks”. We can connect you to the people, thinking and experiences that will evolve your business and challenge your sector’s status quo.



# How to start to grow?

Click [on purpose](#) to schedule a conversation with our MD and Head of Strategy, Tony Bonney.

Our offering is designed to meet you wherever you are in your purpose, values and leadership journey and Tony will guide you as to the next best steps for you.

So, whether trying to prove a business case to your leadership, or a leader who needs support to make their enterprise purpose even more impactful, we bring the experience, skills and tools to help you Grow.

# What our customers say...

"Tony Bonney is one of the most impressive Customer Engagement Strategists I have had the privilege of working with. For fear of embarrassing him, we refer to him as the 'Customer Whisperer'."

Cameron Pearson

Director – Growth, Innovation and Marketing, Cover-More Insurance

# What our customers say...

"Our purpose is very clear. What Tony helped us solve for was finding shared value with our wonderful corporate partners and extend that out to the broader public. The Smith Family was founded at Christmas time, but the organisations purpose was not clear to everyone we partner with, or wanted to engage at that special time of year. We have found new rich territories to explore with our partners that is strengthening their brands and their organisations at the same time as it is ours. Tony has helped us deliver real shared value."

Rosie Simpson  
Head of Fundraising, The Smith Family

W: [www.growonpurpose.com.au](http://www.growonpurpose.com.au)

Ph: +61 412 266 454

Em: [tonyb@growonpurpose.com.au](mailto:tonyb@growonpurpose.com.au)

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