

# Discovering & Articulating Your Purpose

## Why do this?

An EY Global survey found that purpose-driven companies outperform their competitors by a staggering 42%. But in a similar survey by PwC, only a third of employees took any real meaning from their company's purpose. So there's a disconnect somewhere. The purpose of a business is not to "make profit", that's the outcome of having a great purpose. One that employees understand and feel connected to, and which closely bonds them to you, and one that customers respect and also connect with and influences them to choose you over others.



## How you'll get there

Finding your purpose isn't something to rush. But it needn't take forever either. I will interview the leadership team, and a collection of employees, comparing and highlighting the differing and common views of why your business exists to help get to the heart of why you do what you do. From there we'll examine the results, discuss the way forward and, articulate a clear purpose and set a platform on which you can build reasons to believe in that purpose and begin practising it, so it becomes real.

## What you'll get as a result

- The series of interviews and facilitated face-to-face Exec workshops will draft the company purpose and build out that vision.
- Having a galvanising purpose in your business that drives focus, will bring a greater sense of meaning to the work that everyone does, leading to higher levels of engagement and discretionary effort.
- Your customers will have a greater connection to you as they have a deeper appreciation for why you do what you do.



## Why choose me to support you?

I believe that engaged and aligned people are the not-so-secret juice powering great businesses and brands. Getting more of that good stuff out is why I created Bizjuicer.

I help companies become stickier, more engaging places to work, that hold onto more of their top talent and outperform their competitors. Together we find and communicate stronger, emotional connections to why and what you do, to your people and unleash their full potential. You get better, more consistent results, and your customers get even better experiences.

## The cost

£4,200 ex VAT and reasonable expenses.

For that you get bespoke preparation, leadership and employee interviews, the feedback workshop, all the write-up and support on next steps. On-going support to further refine and build out the outputs and work on delivering the next steps can be negotiated on a day rate basis.

Contact Andy Goram on 07564 505481, or at [andy@bizjuicer.com](mailto:andy@bizjuicer.com)



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