

Driving Action Through Purpose

Connecting Business Purpose to Your High-Performing Team

A company's purpose is its guiding principle that directs and influences all its decisions, strategies, and actions. It is the North Star that keeps the company focused on its goals and objectives.

But establishing your purpose is just one step.

Aligning the purpose with the team's daily actions and tasks is where several businesses struggle.

The Purpose of Having a Purpose

- Creates a sense of meaning in employees' work, which leads to higher levels of engagement, productivity, and job satisfaction.
- Paints the big picture of where the company is heading so that everyone understands how their work contributes to that journey.
- Fosters a culture of collaboration and teamwork by creating a more cohesive and integrated organization, which then leads to better communication, increased sharing of knowledge and resources, and a greater sense of camaraderie.
- Promotes innovation and creativity by enabling employees to identify areas where they can make a difference by thinking outside the box, challenging the status quo, and coming up with new and innovative ways of doing things.



[Blog: Visionary Leadership - How to Develop, Achieve, & Communicate Your Business Vision](#)

Tips to Empower Your Team

By taking the time to clearly communicate the company's purpose or vision to their teams, managers ensure that everyone understands the magnitude of their individual contributions. This reinforces a sense of meaning and purpose in their employees' work, and fosters a culture of collaboration and innovation that drives growth and profitability.

- Ensure every team member owns a priority and understands how it plays a role in the overarching company goals.
- Create a One Page Plan for your team or department with a vision and Critical Numbers to help illustrate your objectives.
- Hold regular 1:1s and daily team huddles to provide opportunities for course-correction and open conversations about progress.



[Video: Teams & Tags in Align](#)