



# GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR  
INTERNATIONALIZATION



# How to lead with purpose?

1. Welcome + Opening
2. Purpose: discovering and accomplishing its purpose
  - 2.1 What is purpose and how to find yours?
  - 2.2 Personal and professional purpose
  - 2.3 Leading with purpose
3. Let's get to work | Develop your purpose
4. Q&A + End of session



# Important announcements



Remember that the deadline for the **individual challenge** 'Data value generator' is next Monday, August 15th.



Remember that in the **ConnectAmericas Academy**, in the Section Theme 7, Class 1, This material is available in English, Spanish and Portuguese.



If you have any problem, please contact us:  
[creciendojuntas@connectamericas.com](mailto:creciendojuntas@connectamericas.com)



This is a learning environment, we came here to learn, to make mistakes, to reflect, to change our minds, **and all this is good!**


Today we start with a new topic:

## Leadership and purpose

**Goal:** Raise awareness and awareness about the importance of a new leadership style with a gender approach.

### Classes:

- 1 **Leveling:** How to lead with purpose?
- 2 **Innovation:** How to give and receive feedback to empower?

 We are here –  
Tuesday, August 9th



## Sabrina Frizzo


*Senior Manager of People Advisory Services.*

She has more than 15 years of experience in consulting, working on diversity, equity and inclusion projects, strategic planning, structuring of new business and sustainability.

She actively participates in women's empowerment actions promoted by EY, both for internal leaders (Women Network) and for the promotion of female entrepreneurship (Winning Women), since 2015.

He has solid performance in sustainability management, analysis of trends, risks and sector opportunities of ESG (environmental social governance) aspects and planning the implementation of sustainability in the routine of operations.



 Time:  
5 minutes



# Mentimeter

## Set in a sentence that is purposeful for you?

Go [www.menti.com](http://www.menti.com) and enter the access code: **6676 150**

Or scan the **QR code**



# What is purpose?



**purpose**

*noun*

1.intention (to do something); design, design.

2.what is sought to achieve; objective, purpose, purpose.

**What are the two most important days of your life?**

“

**The two most important days of your life are the days you are born and the day you find out why you were born for.  
- Mark Twain**



## 2.1. Purpose: discovering and accomplishing its purpose

### What is purpose?



One purpose is basically **your stimulation, the fuel to get up in the morning, and also go to bed.**

- ✓ After all, we're talking about some kind of **mission that you've identified as a priority.**
- ✓ It's the difference between doing something because **they said you should do it and do it because you want to do it.**

Don't be fooled, **their purpose of life does not simply appear** necessarily as a miracle or from an immediate epiphany.

This is a **exercise that you must work in different ways in order to identify it.**

Later on we will talk better about this continuous exercise...

And **what is NOT purpose**, but  
you thought it was?

- × YOUR WORK IS NOT THE PURPOSE OF LIFE. As much as it brings success to you, it doesn't mean that a purpose has arisen from it.
- × Understand that purpose is NOT exclusively related to what you like to do.
- × You don't need to find a purpose that "saves the world."

Why is having **a clear purpose**  
**so important?**

## Why is having a purpose so important?

**The personal purpose attached to the professional adds to its principles and values, encourages you to pursue your ambitions and build your business.**

In other words: **is your strength to pursue daily in your personal and professional battles.**

**In addition...**

**Organizations that incorporate purpose into their way of working benefit from having a workforce:**

**more engaged e more satisfied.**



## Why is having a purpose so important?

Most executives believe the purpose is important.

**89%** executives believe that having a strong sense of collective purpose drives the **employee satisfaction**

**84%** states that this may affect the ability a company has to **transform**

**80%** that this helps increase **customer loyalty.**



## Why is purpose important?

Research shows that when employees have an individual purpose compatible with the organization's purpose in which they work, the following benefits are noted:

- ✓ **64% of employees** report feeling **more professionally accomplished**.
- ✓ **50%** more chances to have **significant workplace relationships**.
- ✓ **50%** more chances to achieve in **leadership positions**
- ✓ **50%** less likely to have **serious health problems** when inspired.
- ✓ **Employee are 125%** more productive.





## Connect with the Purpose—with your team and your daily work

Happier and more accomplished individuals come together to **form better and more successful teams**.

By experiencing discovery on purpose together, there will be **both individual benefits and a positive impact for the team as a whole**.

### Individual benefits

- ▶ Find the words to articulate what most accomplishes you (Personal Goal)
- ▶ Share your purpose and connect more deeply with other peers AND WITH YOUR OWN WORK
- ▶ Understand each other better and realize how to empower and give better support to each other

### Team Benefits

- ▶ Increased motivation and inspiration
- ▶ Greater collaboration and achievement
- ▶ More teamwork and increased productivity

**Purpose is a continuous exercise** in which you must work in different ways in order to identify it.

That's why, even if you've already defined your personal and professional purpose, **it is important to know how to measure and reevaluate your purpose whenever necessary.**



Time: 5  
minutes



# Mentimeter

Do you have a set of words that express your purpose?

Go [www.menti.com](http://www.menti.com) and enter the access code: **8163 1303**

Or scan the **código QR**





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People don't buy what you do.  
People buy **why** you do it.  
- Simon Sinek – Autor

# Vídeo: Start With the Why - Simon Sinek



## Tools to evaluate and measure your purpose:

The Golden Circle developed by Simon Sinek is a good tool for evaluating its purpose. Its purpose is not something immutable and what has been defined can evolve along with the development of your company.

— Why?

- ▶ **Purpose:** "why" your company exists and what is the meaning behind its existence. It's an idealistic view of what you want to become to your audience and therefore should last 100 years or more. That is, for life.

— How?

- ▶ **Mission:** "what" your company must do to achieve its goals. Describes specific tactics or initiatives you have for the brand.

— What?

- ▶ **Values:** "how" you will act to get there. It is the values that explain the ethics and behaviors that you will use to reach your destination. They establish the qualities you idealize as a company and guide the choices behind each decision.

# Examples of companies' purpose (big brands)



*Building a better  
working world*



Grupo  
**nutresa**  
*A future among all.*



*Inspire and nurture the  
human spirit – one  
person, one cup and  
one community at a  
time.*



*Cultivate beauty  
and relationships to  
live and work better*



**mercado  
livre**

*Give the utmost to  
create and take  
advantage of the best  
opportunities.*

How can we **lead our team with purpose**  
**as a guide?**



## Leading with purpose

### I have defined the purpose of my company. What's next?

Structuring a purpose is hard and can no longer be a document to create dust in the drawer.

**The purpose needs to be disseminated to all stakeholders – customers, employees, partners, suppliers, unions, society – and inspire concrete actions.**

It needs to materialize, not just wrap itself up in beautiful words.

Once disclosed it is important to assert your purpose and put it into practice.



## Leading with purpose

# I defined the purpose of my company. What's next?

Great leaders inspire by conveying a sense of purpose

- **Lead by example.** People will follow you if you speak and act through the perspective of the purpose of your company.
- Inspiring leaders **expose why.** Action-oriented people work to discover the way **to implement it.**



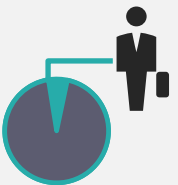
# Organizations with leaders prepared to lead at this transformative moment are surpassing all others



**80%** are focused on driving the digital transformation of their business.



**22%** leaders feel prepared to operate in a highly digital environment



**14%** say they have a healthy pipeline of leaders ready to lead the future of the business



Organizations with transformative leaders outperform others in

**50%**



Organizations without transformative leaders outperform others in

**-28%**

In the race against the disruption, the slow and steady never wins

A large, stylized red quotation mark is positioned above the main text block.

**Making a living is no longer  
enough.  
Work also has to "make a  
living".**

**- Peter Drucker – Author**

## The Purpose Effect

If an organization's purpose conflicts with the purposes of employees, they will be dissatisfied at work

The Purpose Effect **ensures that all workers feel that their jobs represent** more than just paychecks.



## The "Purpose Effect" has three components:



## Propósito Pessoal X Propósito da Organização

É importante entender que seu propósito pessoal deve se alinhar ao de seu negócio/empresa porém, eles não são iguais.

### PERSONAL PURPOSE

Personal purpose requires knowing who you are in terms of: developing yourself, being determined to improve, and growing.



### ORGANIZATIONAL PURPOSE

The organizational purpose defines who and what your company is to itself, team members, customers, your local community, and society as a whole.

## 2.1. Purpose: discovering and accomplishing its purpose

# Let's get to work!



Time:  
6 minutes (individual)

- ▶ Six-word story: **format**
  - ▶ Create a 'draft' of your purpose with 6 words. Start with your personal purpose. If you already have it, do your organization's purpose.
  - ▶ Use the actions and impacts you identify to be most important.

\_\_\_\_\_ .

**Your action**  
something you do  
(contribution)

**Your impact**  
(in another human being, a  
community or the world)



## 2.1. Purpose: discovering and accomplishing its purpose

### ▶ Six-word story: **example**

Be kind.  
Empowering others

Innovate.  
Dream.  
Boost.

Always evolve

Be relentless

Never give up

Do gracious acts

Challenge the status quo

Inspire with empathy

Building bridges of  
understanding

#### Purpose declaration checklist:



- ✓ Starts with an action verb
- ✓ Short and easy to understand
- ✓ In service to others
- ✓ In affirmative language
- ✓ Free of strategy, tactics, goals, numbers
- ✓ Feels good and inspires you.

Time: 4 minutes (individual)



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**A life of purpose requires a constant reminder of who you are, what you represent and why you exist.**

**- Dan Pontefract – Autor**

Q & A

# THANKS!

## See you next Tuesday!



Please enter this link and complete the feedback survey of this lesson:

<https://forms.office.com/r/KrL2Uzmp1V>

Your opinion is very important to us.