

The Purpose Advantage

Ensuring Clarity, Alignment, & Delivery of Purpose in Your Retail Business

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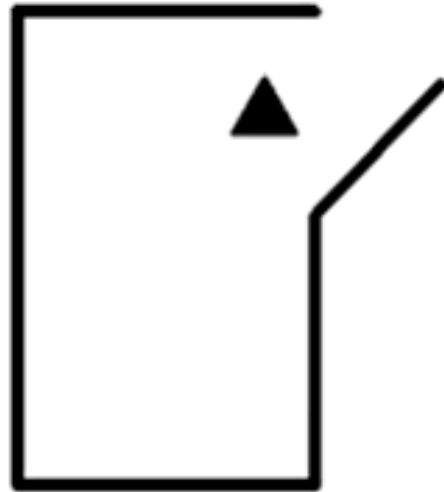
TODAY

WHY AND HOW PURPOSE WORKS



**PROVEN PRACTICES OF PURPOSE-
ALIGNED BUSINESSES**

WHY PURPOSE WORKS





WHY PURPOSE WORKS

4

Times more engaged at work.

#1

Factor in job satisfaction.

50

% more likely to be promoted.

7

Average number of years longer people with purpose live.

42

% More likely to learn something new everyday.

2

times more likely to be content.

WHY PURPOSE WORKS

6:1

ratio at which higher purpose-oriented companies outperform peers

58%

of purpose-oriented firms experienced growth of over 10% in 2014 and 2015

WHY PURPOSE WORKS

Results push, purpose pulls

WHY PURPOSE WORKS

**Purpose focuses our attention
on others**

WHY PURPOSE WORKS

Purpose-driven companies and their people aren't productive because they have to be. They are productive because they deeply *want* to be.

WHY PURPOSE WORKS

Apart from what you do, how you do it, or what you get for what you do, why do you exist?

WHAT PURPOSE-DRIVEN LEADERS DO

As retail business leaders, how can we ensure the purpose remains clear?

WHAT PURPOSE-DRIVEN LEADERS DO




1. Keep the human being at the center of the business.

The power of a human story

Source: Grant et al., 2005

1. Keep the human being at the center of the business.

A photograph of a man with curly hair, wearing a white lab coat over a dark shirt, sitting at a desk in a medical setting. He is looking towards the camera with a serious expression. In front of him are three computer monitors. The leftmost monitor shows a close-up of a patient's face. The middle and right monitors display cross-sectional medical scans, likely CT or MRI. The background is a plain wall with a blue section on the right.

The power of a human story

Source: [New York Times](#), 2009

1. Keep the human being at the center of the business.



1. Bring the people affected by the work *into* the work
2. Be a story-teller and a story-collector
3. Before telling someone what to do or how to do it, show them *why* it matters

2. Connect all work to the big purpose.



- Built the employee culture around a single, meaningful purpose that was detached from results
- *Embedded* the purpose through repetition and shared language
- Made employee and customer engagement a “leading indicator” of success

Source: UBS, NPR.org

2. Connect all work to the big purpose.



- Performing 10% higher than the industry average in employee satisfaction
- Overall happiness greater than Apple for the first time
- \$250 billion in market value in three years

Source: UBS, Glassdoor

2. Connect all work to the big purpose.



1. Use the language of purpose with your team and stakeholders
2. Know your problem, and obsess about it more than your solutions
3. Connect any “how” or “what” do the purpose




3. Prove the purpose consistently

**No one cares why you exist until you
prove it every day.**

3. Prove the purpose consistently



I CARRY FREE BAGS.

 ZACH MERCURO

Weight and size limits apply.

3. Prove the purpose consistently



1. Don't be distracted by competition, be captivated by your purpose.
2. Make the purpose the “boss” of your decision-making.
3. Know what could cause you to go “off-purpose.”

WHAT PURPOSE-DRIVEN LEADERS DO

1. Keep the human being at the center of the business
2. Connect all work to the big purpose
3. Prove the purpose consistently

Thank you.



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