



nowhere

The Way of **nowhere**

The Purpose-Practice

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The Purpose-Practice

The Purpose-Practice is the organisational application of *the Way of nowhere*. The pace of change and the challenges of our time, require us to learn new leadership skills and capacities that enable us to shape more purposeful, innovative and sustainable organisations.



Benefits of the Purpose-Practice

Organisations, like individuals, can get stuck in ruts ... losing their way, their energy and their creative spark. Rediscovering their creative spark enables organisations to:

- bring renewed purpose and meaning to work
- build cultures of innovation
- generate elegant and compelling strategies
- explore new meeting and organisational forms

A short story from the CEO of one of these businesses

'Following a complex international merger in difficult external conditions, we had completed three years of successful restructuring and cost reduction and met our financial targets. It was becoming ever clearer, however, that the organisation needed to rediscover its spirit if it was to realise the many growth opportunities facing this technology-driven business.

Through a process that released unsuspected creativity and undiscovered beliefs, together we rediscovered our purpose. We also learned the power of simplicity of language to inspire others. We were surprised to find that heightened self-awareness and attention to our immediate surroundings enabled a creative but disciplined process to achieve a goal against a deadline.

What flowed from uncovering our purpose was the immediate expression of the values particular to us, and a new leadership model uniquely in service of our strategy and our ambition. Within weeks this was skilfully communicated to senior leaders around the world.

Four years later, the company has grown and flourished. Our purpose and values are the touchstone for the organisation worldwide. We have put the soul back into the organisation. There is no need for vision or mission statements. We know what motivates us all every day. It is a close identification with our purpose.'

What is the Purpose-Practice?

The practice is customised to meet the specific needs of each organisational context, but there are four generic stages that underlie the methodology:

1. Engaging the people in a shared enquiry into purpose
2. Gaining a profound breakthrough into core purpose
3. Upskilling leaders to use core purpose to align their people and attune the organisation
4. Using these new ways of working to build a culture of innovation and develop breakthrough strategies through the power of creative teams and evocative leadership

Some of the challenges and thresholds that the Purpose-Practice has helped organisations transition through include:

- a global retailer whose customer offer seemed tired and whose market share was eroding
- a national retailer who needed to differentiate their customer offer
- a global agro-chemical business formed through a complex merger that lacked the energy to move into a new growth phase
- a chemical production plant whose people felt powerless
- a virtual e-commerce platform whose people had lost contact with its founding energy
- a counselling service that wanted to further inspire its people, its clients and its stakeholders

To learn more about *the Way of nowhere: Purpose-Practice* email us at catalysts@nowhere.com

Or visit
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