



nowhere

# PurposeQuests

Core purpose is the key





# PURPOSE QUEST

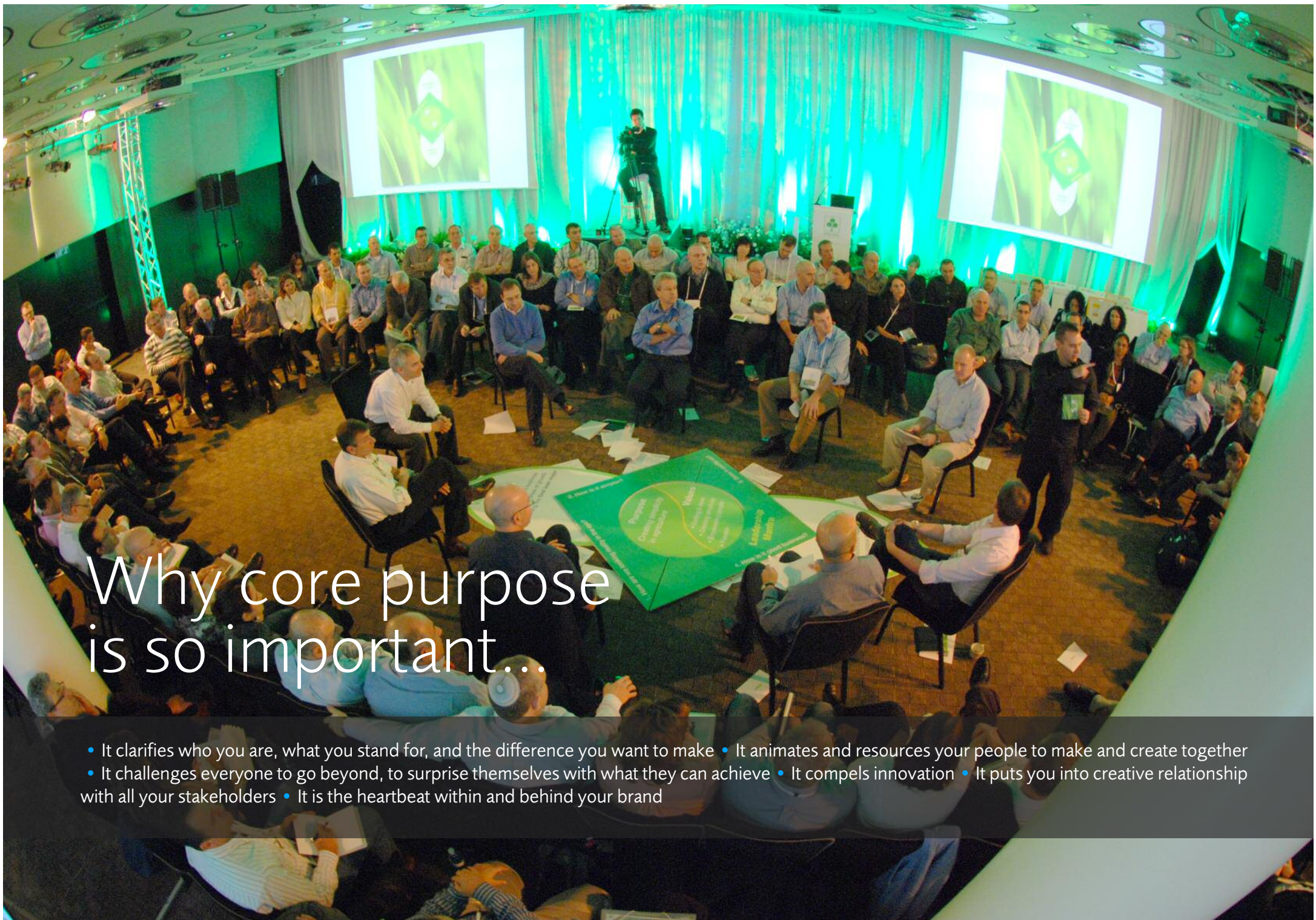
Preparation material

## Core purpose is the key

**nowhere** was founded on helping organisations re-discover their core purpose. For purpose is the most important creative wellspring. It is the source of creative fire and passion. It is what brings meaning to work, and challenge to the everyday.

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# Why core purpose is so important...

- It clarifies who you are, what you stand for, and the difference you want to make
- It animates and resources your people to make and create together
- It challenges everyone to go beyond, to surprise themselves with what they can achieve
- It compels innovation
- It puts you into creative relationship with all your stakeholders
- It is the heartbeat within and behind your brand



## An evocative story...

*'It became apparent to me, as CEO, that while the company was doing well, we were just getting busier and busier. Everything felt workman-like, and however much we tried to communicate our strategy to the organisation, we couldn't generate a new energetic movement in our people.*

*Having worked with **nowhere** on the dynamics of the Executive Team, they shared with us how purpose animates strategy. So we embarked on a journey to find our core purpose.*

*Three months later, as part of a hand-picked team of eight, I was handed a briefing pack as we jumped on a plane to undertake a four-day PurposeQuest in an isolated venue in Crete. In the pack was the output of 20 "7-Generation Thinking Maps" that had been created in workshops held in different countries around the world, with groups of employees and extended stakeholders. The pack also included films of our people talking to camera about their own insights from these workshops.*

*When we got there, the venue was truly isolated. We unpacked and spent the first day as a team sharing our insights from the briefing pack – What had we seen and noticed? What had particularly stood out? This was useful because we were also challenged to share our preconceptions and biases, which meant we were unable to keep what we thought the purpose was in our back pocket, ready to pull out as our trump card at the right moment. We were all exposed and fully in it.*

*Now, it would be inappropriate to reveal how a PurposeQuest works, other than to say that we were told that we would get to a collective breakthrough – a communal knowing – that this was our purpose, at 11am on the last day. Now, being a pragmatic optimist, that sounds all well and good I thought, but if we got a breakthrough at all I would have been pleased, let alone at 11am. But saying it would happen at 11am seemed unbelievable.*

*Then day-by day, bit-by-bit, we went through this intense process, and at 11.05 on the last day we had the breakthrough. I couldn't believe it.*

*It just showed itself. We then spent the afternoon rigorously testing our new purpose, ready to take it back to the rest of the executive and to our people.*

*What was also really powerful about the PurposeQuest was learning about what a purpose really is, how it works, and its difference to a vision, mission, values and straplines etc.*

*We shared our purpose, ceremonially unveiling how it emerged to the senior leaders. It was a magical moment, as they said, "yes, that's it". It wasn't a wow response, it was more of an "of course". It was us. We had never been able to see what was right under our nose.*

*Our purpose then became the cornerstone to a set of cultural frameworks that this community of senior leaders helped us to shape. We launched our purpose into the business soon after, with amazing, amazing results. It somehow ignited a new flame that has been burning brightly ever since.'*

## What is a PurposeQuest...?

A PurposeQuest is a four-day intensive whereby a small internal team are saturated with a vast array of data, forcing them to move beyond the intellect so they can decode the core purpose of the business. The Quest itself is preceded by a series of workshops and trainings that gather conscious and unconscious information about the organisation in the past, present and future, and that also prime the wider field to ultimately be able to receive the new purpose and to move swiftly into creative flow.

Based on an ancient rite of passage, a PurposeQuest is usually a transformational experience for all involved. It is generated from a moment of breakthrough, and as such has a quality, power and resonance that puts it into a completely different league to a purpose or mission statement that has been generated by a small group of clever people in a room.

It requires a leader, and leaders, with heart and foresight to take this leap of faith, and who understand that the difference between good and great is how to embrace and shape the intangibles.

To learn more about *PurposeQuests* email us at  
catalysts@**now-here**.com

Or visit  
**now-here**.com

