

THE DIFFERENCE “EMPLOYEES WITH PURPOSE” CAN MAKE


A Case Study with hard evidence



Unilever



Anser Aly – Quick Intro



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**Global Lead On Employee Purpose
+
Head Of Unilever's Global Learning &
Leadership Development Centre**



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FOUR ACRES
Leadership Retreat





THE PLAN FOR TODAY

1. Purpose: What?

What do we mean by purpose? What does having a greater sense of purpose do for employees and what makes it so important for Unilever?

2. Purpose: How?

How did we go about rolling this out across our organisation?

3. Purpose: Why?

Why should YOU care? Why should this matter for YOU and why could YOUR organisation benefit?

PURPOSE: WHAT?



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Purpose

What do we mean?





PURPOSE

WHAT DO WE MEAN?

OUR PURPOSE IS **UNIQUE** TO US, IT IS ABOUT:

1. WHO **WE ARE**

2. WHAT GIVES US
MEANING & HAPPINESS

3. WHAT WE **LOVE**

4. WHAT MAKES US
WANT TO KEEP GOING

WE ASPIRE TO BE A PURPOSE-LED FUTURE-FIT COMPANY





WHY PURPOSE?

Purpose-driven companies witness **higher market share** gains and grow **three times faster** on average than their competitors, all while achieving **higher** workforce and customer **satisfaction**

DELOITTE INSIGHTS (2019)





BRANDS WITH PURPOSE GROW

Over the last 10 years, meaningful brands have
outperformed the stock market by **206%**

MEANINGFUL BRANDS INDEX (2017)

Brands which consumers see as
making a positive impact in the world
are growing **TWICE** as fast as

others

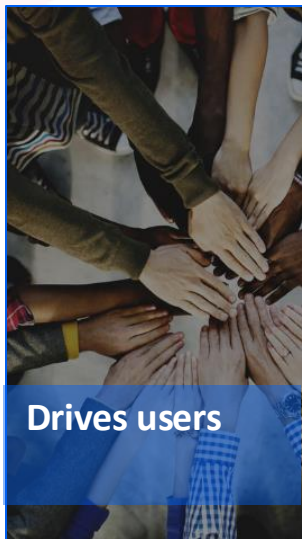
KANTAR (2018)





PURPOSE PAYS

THE EVIDENCE IS COMPELLING



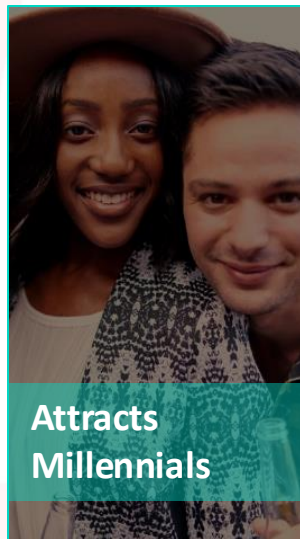
Drives users

growth



Creates talkability

brand engagement in a social world



Attracts Millennials



Reduces price sensitivity

profit





PEOPLE WITH PURPOSE THRIVE

People With Purpose Thrive



THE FUTURE OF WORK IS CHANGING

TECHNOLOGY

DEMOGRAPHICS

CULTURE



PURPOSE: HOW?

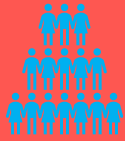


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Discover Your Purpose Workshop



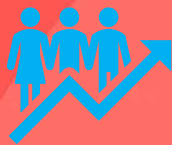
Discover your Purpose Workshop



One day dedicated to helping you explore your Purpose



To help employees find meaning at work and a sense of belonging



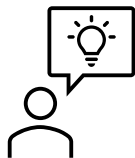
Typically run in small groups of 5



Requires pre-work and workshop is conducted in a story-sharing format



A PURPOSE STATEMENT IS...



PERSONAL

Stay away from corporate language and It is ok if it has words in it that other people don't understand



SHORT

It is ok if you can't fit everything in there. The shorter it is, the easier It is to share and have a powerful impact. You can always explain why it is the way it is.



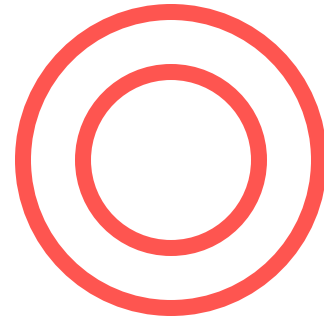
NOT RESULTS

It is not focused on results – it doesn't include KPIs. It is about how you do anything you do!



MY PURPOSE

My Purpose Statement...

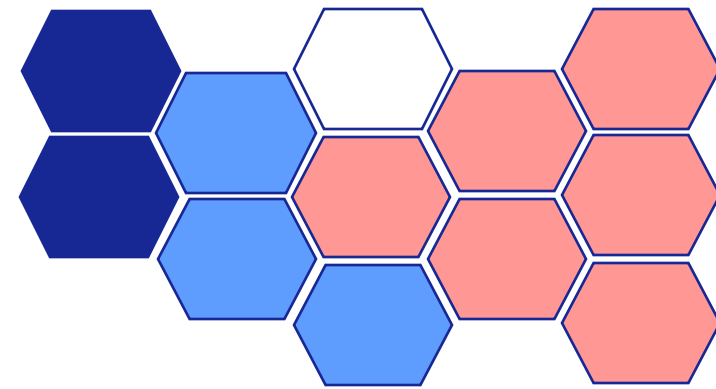


***“To be the backstage catalyst that helps
YOU shine brighter”***






Anser Aly

How Purpose guided my Career?



Purpose: To be the backstage catalyst that helps YOU shine brighter!

		Purpose into Action	
Consultant	Marketer	Coach & Mentor	L&D
<p>Started off in London after a degree in Finance from University of Manchester</p>	<p>Joined as a UFL @100VE</p> <p>Home Care, PC, F&B</p> <p>Host of roles: Local, Regional & Global</p> <p>Pakistan, UK, Saudi Arabia, Singapore</p>	<p>Cambridge Certified Executive Coach</p> <p><u>Marketer by Day</u>, Mentor/Coach by Evening/Weekends</p> <p>to Unilever Foundry, Start Up Founders & CXO's</p>	<p>Pivoted to HR.</p> <p>Global Learning & Leadership Development</p>
<p>1 year</p>	<p>18 years</p>	<p>6 years</p>	<p>TODAY Since 1.5 years ago!</p>



Purpose is sticky and has a long shelf life!

My Purpose Journey... Evolution of my Purpose Statement

2015 Born to inspire (myself and all around me) to achieve our potential

2016 Ignite! To help you achieve your potential

2019 To help you achieve your goals without judgement

2023 To be the backstage catalyst that helps YOU shine brighter!

PURPOSE: WHY?



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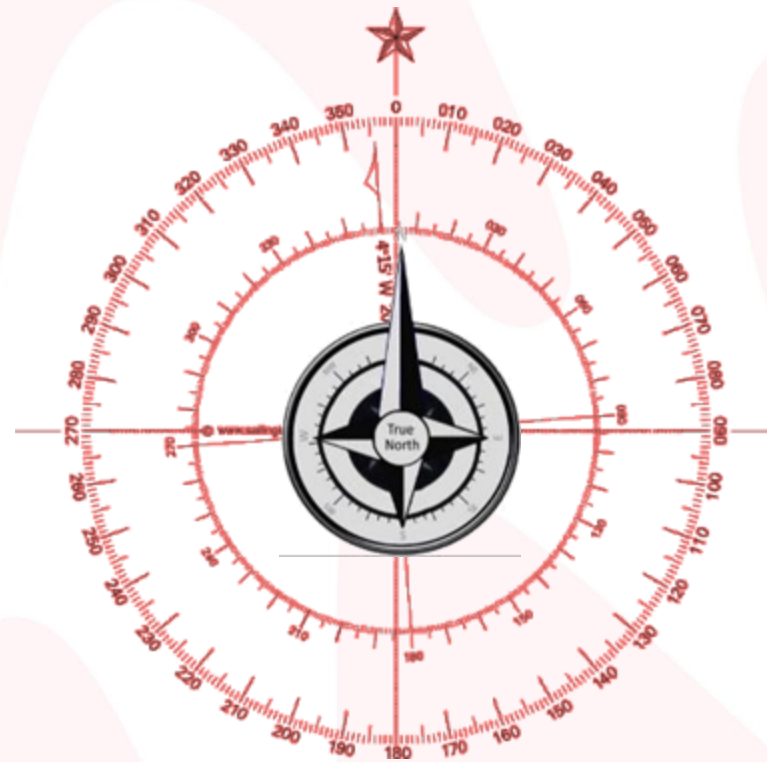


PURPOSE

WHY BOTHER?

- Provides a **'compass'** in a changing world
- Motivates us and inspires us to **be our best**

- Helps us see **value** in the things we do
- Boosts our **happiness** and **wellbeing**



**Finding Your Own
True North**



Over the last 5 years we've
been able to help

>55,000

employees discover
their Individual Purpose

As a company,
we did this together
by delivering

>2000

workshops globally!



Inspiring Performance

Thanks to the Unilever's Discover Your Purpose workshop



A pioneering partnership between



&



The DYP workshop supports both our three Standards of Leadership (SOLs) of the Inner Game as well as the four Standards of Leadership (SOLs) of the Outer Game. People who attend the Discover Your Purpose workshop*:



- Report higher intrinsic motivation (+49%)
- Are 25% more likely to say that they are inspired to go the extra mile in their job
- Express higher satisfaction with life (+27%) and job (+33%)
- Feel up to 26% more comfortable to talk with their line manager about any trouble with their work-life balance
- Are 14% more likely to report a sense of control to prioritize amongst demands



- Are 14% more likely to agree that their team puts the customer and the consumer at the heart of their work
- Feel more interconnected with their colleagues (+20%), with their team members (+24%) and with Unilever (+23%)
- Are 18% more likely to say that the speed and agility within their team improved



Methodology: Randomised Control Trial (RCT) analysis (3.5K participants from 14 different countries split between Treated and Control group). The Treated group went to the workshop, whereas the people from the Control group didn't.



The case for Employees ...

Where you're going depends on who you are and what your purpose is?

Purpose is therefore the **Starting point**

The Lighthouse that guides all discussions

The **Convergence point** of all Career and Life decisions!

Careers



Life

Milestones



Deciding your next move / role





The case for Employers ...

This workshop positively impacts:

- ✓ Performance
- ✓ Productivity
- ✓ Sales Growth
- ✓ Engagement
- ✓ Navigate Change & Uncertainty
- ✓ Mental Health
- ✓ Wellbeing
- ✓ Morale & Motivation
- ✓ Deeper Meaning
- ✓ Deeper Connection
- ✓ Team Bonding





“

**THE TWO MOST IMPORTANT DAYS IN
YOUR LIFE ARE THE DAY YOU ARE BORN
AND THE DAY YOU FIND OUT WHY**

Mark Twain, American writer

Thank you!

Message me for a
Coffee Chat



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