



# PURPOSE DRIVEN — WITH THE L&S® ENGAGEMENT



Every successful organization knows what to do to deliver its products and services. Most organization constantly strive to deliver improved economic value. Visionary companies are guided by a core ideology and a sense of purpose that is preserved over time. Organizations that are focused on a higher purpose, know why they exist and how their work is meaningful. Recent history shows that some of the most outstanding companies even if they were, once upon, a time purpose driven organizations can fall in a trap as they dissipate their soul by overtly focusing on transactional ways without due attention to its core purpose — as values and heritage are referenced in the past tense and less frequently in everyday business decisions and dilemmas in the C-Suite and boardrooms. Such forces subvert the soul of an organization. The L&S® engagement sets out a vantage point and opens a new conversation to mitigate this silent peril. It elevates engagement in The purpose driven L&S® Engagement consulting practice. It affirms that whenever human interaction occurs, it holds the potential of going far beyond the transactional boundaries. This engagement provides a context for Loyalty Systems.

**POTENTIAL OUTCOMES** — Rekindling a Deeper Purpose for a High Performing Organization that amplifies the relevance of Purpose Driven Organizations. The L&S® Engagement provides a method to enable loyalty systems across stakeholders.

