



# 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** — A method to adopt by rekindling a Deeper Purpose at the Heart and Soul of High Performing Organization that amplifies the relevance in upcoming Feb 2022 release of the Harvard Business School research book that illustrates the need for Purpose Driven Organizations. The L&S® Engagement provides a method to implement the learning from Oct 1994 book: Built to Last Successful Habits of Visionary Companies.

