The Business of Purpose

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Your purpose IS your business

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Global Wellness Summit 2019
Does purpose make business sense?
What is your purpose?

Your reason for being- *ikigai*

The *essence* of who you are

Who you always have been

How you show up

What we would miss if you weren’t here

How you want to be remembered

Forever pursued, never perfected

Does not change nor expire

With it, we **intentionally act with positive impact** to others
“Purpose is not a mere tagline or marketing campaign; it is a company’s fundamental reason for being - what it does every day to create value for its stakeholders. Purpose is not the sole pursuit of profits but the animating force for achieving them.”

Larry Fink
Chairman & CEO, Blackrock
Video

Will send this as a separate file
Discovering your why: look back
Think about these

Lead Credit Suisse new markets department to achieve exceptional business results.

Be a driver in the infrastructure business that allows each person to achieve their needed outcomes while also mastering the new drivers of our business as I balance my family and work demands.

Save the whales.

To help my company be the first choice for customers, colleagues, shareholders & business partners.
Embrace creativity and destroy the paradigm.

Be a dependable flashlight.

Help people get through their s**t and feel better about their lives.

To be the inquisitive s**t stirrer that helps you step into your deeper wisdom.

Deliver the tricky stuff.

Help find the beauty and magic sparkle in life.

Bring logic and order to where there is little or none.

Find the elephant and ride it out of the room. To live free, love hard, clean often.

To take the world on an adventure.
to (contribution)
so that (impact)
Make it ACTIVE.
Make it EPIC.
Make it TRUE.
Disney

To make people happy

(To create great family entertainment)
To create happiness for others.
(To create great family entertainment.)
To be a teacher. And to be known for inspiring my students to be more than they thought they could be.
To ignite your fire so you can light up the room.
What does that mean for business?
Oatly

To make it easy for people to turn what they eat and drink into personal moments of joy without recklessly taxing the planet’s resources in the process.
Jet Blue

To bring humanity back to the skies
To re-imagine global agriculture and food systems
To be the wuxia master that saves the kingdom

Photo: USA Today
To help Asian businesses be a force for good
Activate purpose:

People
Process
Product
Thank you

bit.ly/purposein10steps

thepurposebusiness.com

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