



GLOBAL WELLNESS
SUMMIT 2019

The Business of Purpose

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Your purpose IS your business

Pat Dwyer
Founder & Director, The Purpose Business

Global Wellness Summit 2019

the
purpose
business

**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



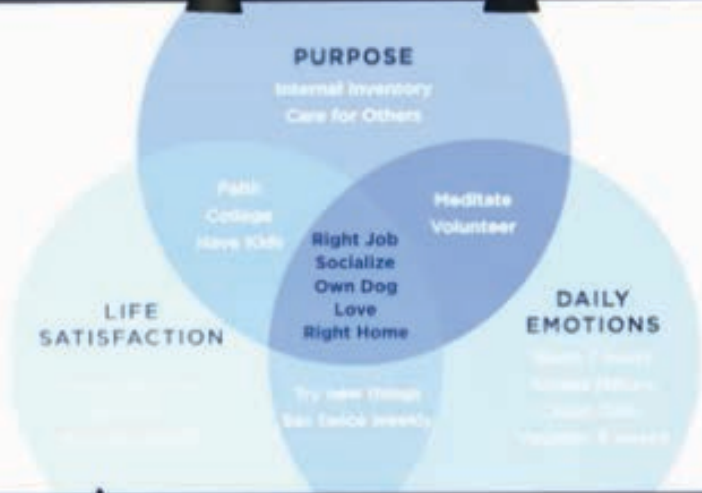
“Purpose is not a mere tagline or marketing campaign;
It is a company’s fundamental reason for being
- what it does every day to create value for its stakeholders.
Purpose is not the sole pursuit of profits but the animating force
for achieving them.”

Larry Fink
Chairman & CEO, Blackrock



Video

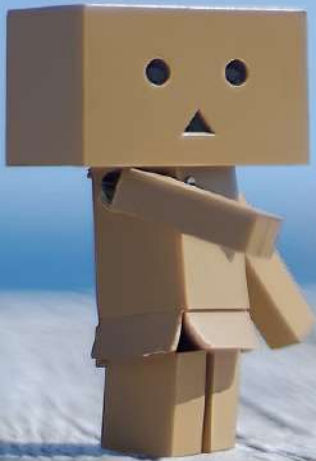
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**Discovering
your why:
look back**

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.



A glowing lightbulb hangs from a black cord against a background of bokeh lights. The lightbulb is the central focus, emitting a warm, golden glow. The background is filled with out-of-focus circles of light in various colors, including yellow, orange, and green, creating a soft, dreamy atmosphere. A large red circle is overlaid on the left side of the image, containing white text.

to (contribution)
so that (impact)

**Make it ACTIVE.
Make it EPIC.
Make it TRUE.**





Disney

To make people happy

(To create great family entertainment)





Mission

What we do

Operating a business

Strategic

Motivational

Creates "buy-in"

Provides focus

Building a company

Laying bricks

Parking cars



Purpose

Why we do it

Sharing a dream

Cultural

Aspirational (True North)

Instills "ownership"

Fuels passion

Building a community

Building cathedrals

Creating happiness

#mypurpose

To create happiness for others.
(To create great
family entertainment.)



#mypurpose

To be a teacher. And to be known
for inspiring my students to be more
than they thought they could be.



#mypurpose

To ignite your fire
so you can light
up the room.

What does
that mean for
business?

PASSION LED US HERE





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



ABOUT OATLY

Our sole purpose as a company is to make it easy for people to turn what they eat and drink into personal moments of healthy 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

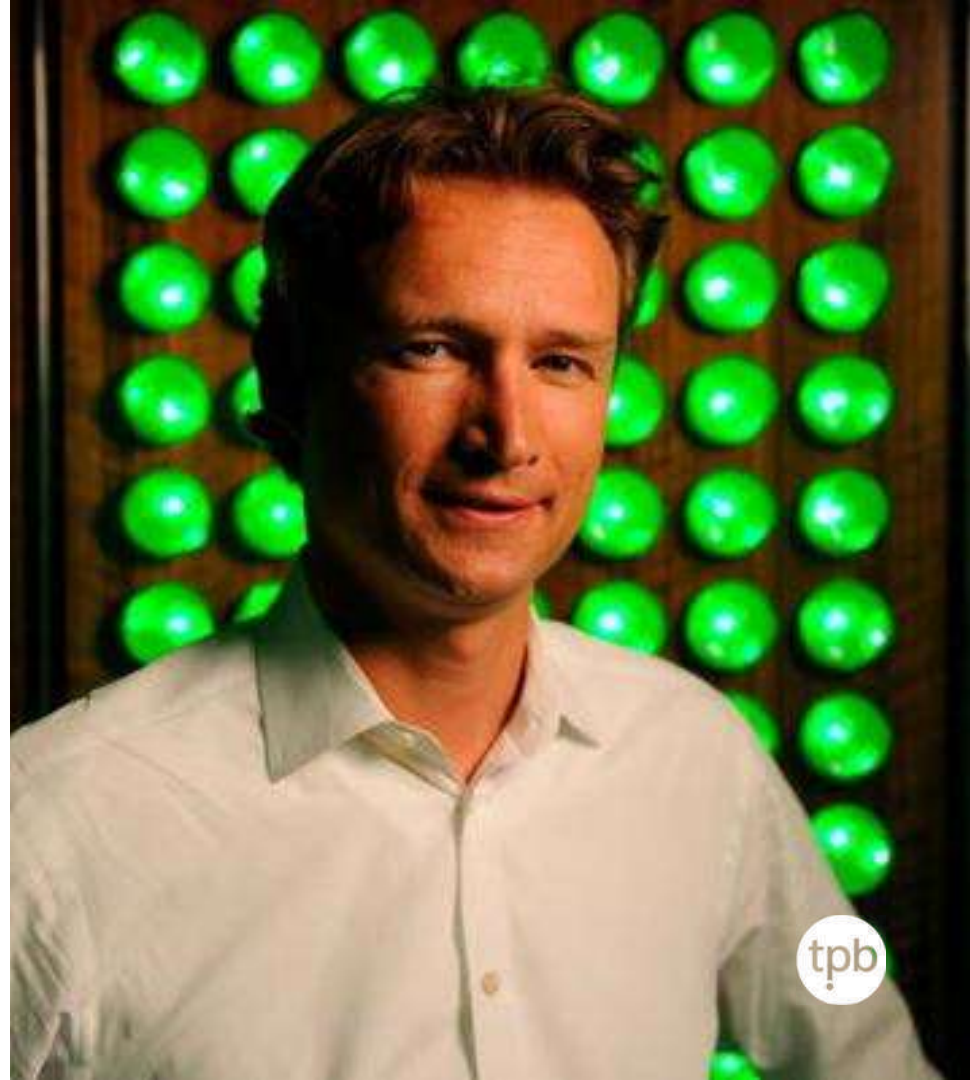


Photo: USA Today





**To help
Asian businesses
be a force for good**





Activate purpose:

People

Process

Product



Thank you

bit.ly/purposein10steps

thepurposebusiness.com

@TPurposeB

the
purpose
business