THE NG&A PURPOSE WORKSHOP SERIES

Purpose Labs

Practical workshops that help organisations understand, explore and activate purpose

DISCOVER | EXPLORE | DEEP DIVE | ACTIVATE









NG&A

WHY PURPOSE LABS?

A useful purpose should do more than communicate intent. It should help leaders make better choices, establish clearer priorities, align people and resources, focus innovation, strengthen stakeholder relationships and improve performance.

When purpose is clear and genuinely used, it can provide a common organising logic across an organisation, helping to clarify what matters, where to invest, what to measure and how to respond when stakeholder interests compete.

That is very different from purpose as a statement, campaign or set of worthy words.

From intent to performance

Purpose is increasingly moving from the language of communications into governance and organisational performance. Today, leading organisations are using purpose as a serious discipline to sharpen direction, alignment and accountability.

NG&A Purpose Labs bring that thinking into the room in a practical way.

Designed, developed and refined through delivery for organisations around the world, our Purpose Labs combine concise input with structured exercises, discussion and application to the organisation itself.

Delivered by experienced NG&A purpose experts, the Labs are designed for businesses, not-for-profit organisations and other complex stakeholder environments. Whatever the setting, the focus is the same: How can purpose help this organisation perform better?

Our DISCOVER, EXPLORE and DEEP DIVE Labs help organisations understand the opportunity, examine their current reality and identify the questions that deserve deeper attention. While our ACTIVATE Lab is for organisations that already have a clearly defined purpose and want to make it more influential in practice.

Where do you start?

You do not need to know which Lab you need before talking to us.

We will help identify the right starting point based on what your organisation is trying to achieve, how far its purpose work has progressed and who needs to be involved.

Talk to us today about Purpose Labs.
contactus@neilgaught.com



Discover Lab

For organisations just beginning to explore purpose

DISCOVER introduces what organisational purpose is, why it matters and where it could immediately create value.

Participants leave with a clearer understanding of purpose and the questions worth taking back into the organisation.



Explore Lab

For organisations ready to look more seriously at the potential of purpose

EXPLORE applies purpose to organisational reality, stakeholder perspectives, alignment and decision-making.

Participants leave with a clearer view of where purpose could create value and where important gaps remain.



Deep Dive Lab

For leadership teams considering more substantial purpose work

DEEP DIVE examines stakeholders, alignment, decision-making, performance and future opportunity in greater depth.

Participants leave with a structured view of strengths, tensions, opportunities and questions requiring further investigation.



Activate Lab

For organisations that already have a clearly defined purpose

ACTIVATE turns purpose into alignment, ambition, measures and practical organisational priorities.

Participants leave with a stronger basis for connecting purpose to performance and the way the organisation operates.

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Neil Gaught & Associates

{ *Empowering Purpose Driven Progress* }

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