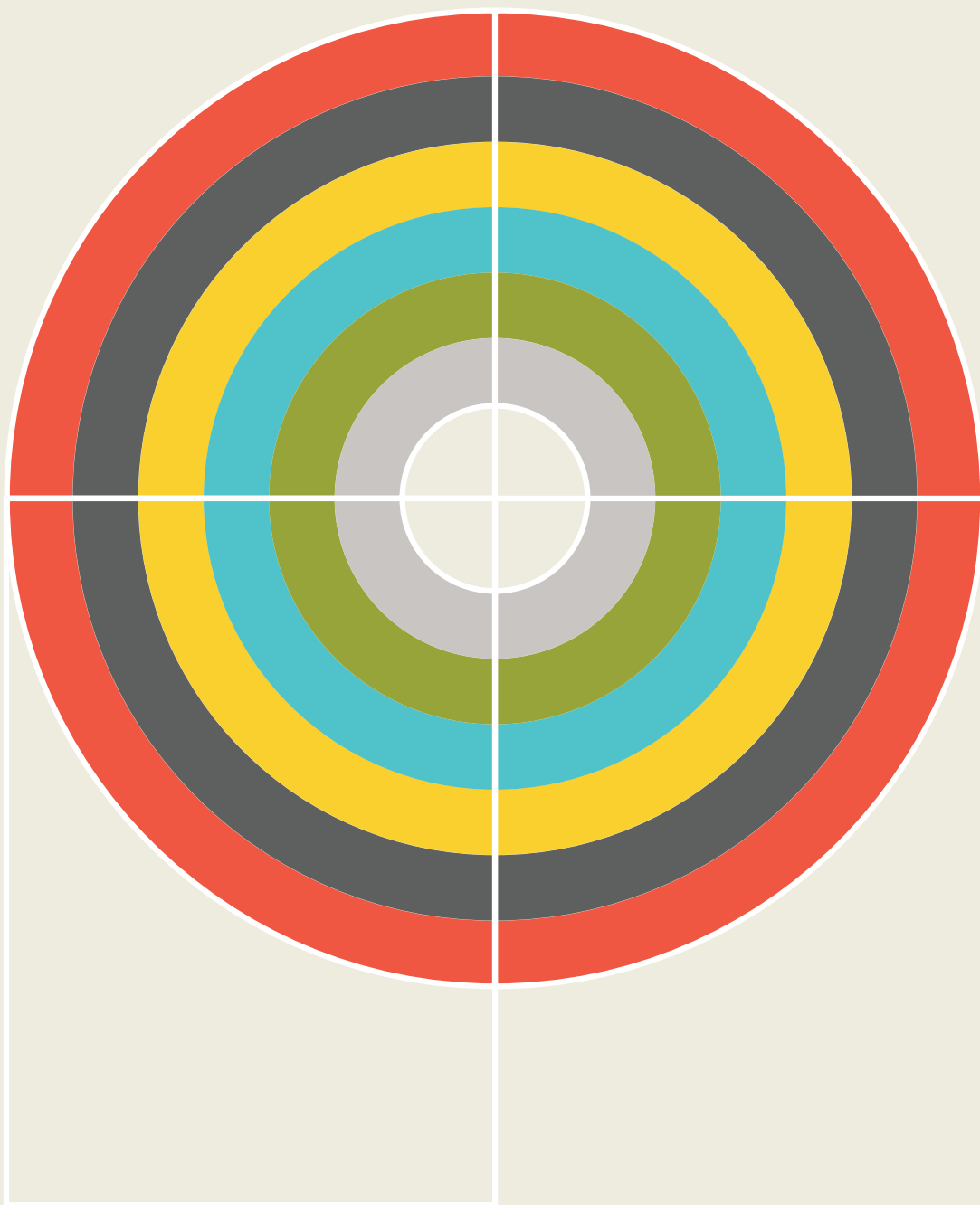


THE NG&A PURPOSE SCORECARD

Purpose Scorecard

Understand how effectively purpose is working inside your organisation and where it could work harder.

24 QUESTIONS | 6 DIMENSIONS | PERSONALISED REPORT



WHY GET A SCORE?

Many organisations today can point to a purpose. Far fewer can say with confidence that it genuinely drives how the organisation operates.

That is the gap the NG&A Purpose Scorecard is designed to reveal.

A purpose may be well understood and widely communicated, yet still have limited influence over important decisions, strategic priorities, resource allocation, behaviour or performance.

Seven minutes from clarity

The Scorecard is deliberately simple to complete. Go online and answer 24 questions exploring six dimensions of your organisation: Purpose, Governance, Strategy & Alignment, People & Culture, Stakeholders & Value, and Measurement & Accountability. In around seven minutes, you are done.

Your responses are scored automatically and your personalised **Purpose Score Report** is generated and sent to you via email almost immediately.

Built from real-world experience

The Scorecard has been developed by NG&A from years of international purpose work with organisations across different sectors and settings, combining practical experience with established thinking on governance, alignment, stakeholder value and performance.

It is designed around the realities organisations actually face, not simply

the language they use to describe themselves.

More than a score

Your report provides your overall Purpose Score, maturity stage, six dimension scores and Alignment Gap™.

But the real value lies in the interpretation. It explains what the results suggest, where purpose appears strongest, what may be holding the organisation back and the practical priorities that deserve attention next.

It is a substantial, professionally designed diagnostic report intended to give leaders valuable insights to digest, discuss and act upon.

Start a better conversation

The Scorecard is a diagnostic, not a certification or audit. It provides a practical basis for discussing how purpose is influencing decisions, alignment and performance today, and how that could change tomorrow.

Seven minutes to understand the difference between having a purpose and being driven by one.

Take the Purpose Scorecard at:
neilgaught.com/purposescorecard



Declared

Purpose is present, but it is not yet consistently driving the organisation

Purpose may exist as a statement, aspiration or set of initiatives, but its influence on governance, strategy, people, stakeholder value and performance remains limited.

The opportunity is to move from declaration to clearer alignment and disciplined use.



Emerging

Purpose is beginning to influence decisions and priorities, but its influence remains uneven

There are signs that purpose is shaping parts of the organisation, although its effect varies across different dimensions.

The opportunity is to turn promising practice into greater consistency and organisational discipline.



Embedded

Purpose materially shapes how the organisation operates

It influences governance, strategy, people, stakeholder value and performance across much of the organisational system.

The opportunity is to deepen consistency, strengthen evidence and close the remaining alignment gaps.



Organised

The organisation is consistently driven by purpose across decisions, alignment and performance

Purpose operates as an enduring organising principle rather than as a separate initiative or programme.

The opportunity is stewardship: sustaining alignment, learning and adaptability as circumstances change.



Neil Gaught & Associates

{ *Empowering Purpose Driven Progress* }



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