

An aerial photograph of a rowing team in a scull on a body of water. The boat is long and narrow, with several rowers visible. The water is a deep blue-green color. The boat has a red and white stripe along its length. The rowers are wearing dark clothing. The boat is moving towards the top right of the frame.

**OKR**  
INSTITUTE

# MODULE 2

## Purpose

OKRINSTITUTE®

# The Power of Purpose

- Personal case study:

- Contact lens manufacturer:**

Experimental OKR to prove the Power of Purpose

Objective: Prove that Purpose is a key driver of Productivity

KR 1: Reduce mistakes in the warehouse from 91 per month to less than 10





# Module 2: The Impact of Purpose on OKRs

- Purpose as the source of energy to achieve a Vision
- Purpose makes work more meaningful
- Purpose makes the corporate climate and culture more vibrant

## The Power of Purpose: Bono U2

‘What action does your passion lead you to do?’ asks Bono. “If the heart doesn't find a perfect rhyme with the head, then your passion means nothing. [OKRs] give us an environment for risk, for trust, when failing is not a federal offense.”

## ‘Purpose infused OKRs’

- Provide an ‘immersive experience’ of Purpose to ‘OKR Learners’
- Support them in finding purpose in their lives
- Linked to company purpose – Robert Cialdini: The principles of influence: Reciprocity



# Purpose: Case study

1. “ I sell contact lenses,” says the Rayban rep upon answering the question, what do you do for a living?
2. “I help people look more beautiful and help increase their confidence, says the same rep after finding more meaning in her work.”

How purpose can lead to direct improved business performance.

# Purpose: Finding Purpose at a Personal and Business Team Level

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## Practical Purpose exercise:

1. List all your curiosities
2. Integrate them
3. Do thorough research and trials for a month
4. Decide what gives you the most fulfillment
5. Remember that you can have more than one purpose

# Purpose: Finding your personal purpose and team purpose

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## Practical Purpose Exercise 2:

- Practical Purpose Exercise 2:
- Defining how we will operationalize our purpose of –  
' GETTING ENERGY RIGHT FOR OUR CUSTOMERS, COMMUNITIES  
AND, PLANET