



# PURPOSE

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GLUE for TALENT

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## WHY

Why define and communicate the *purpose* of work



## WHAT

What do *purpose* and other constructs mean



## HOW

Tools to concisely clarify *purpose* for your organization and team



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“[Happiness] is not attained  
through self-gratification  
but through fidelity to a  
worthy purpose.”

—Helen Keller



## SURVEY SAYS...

**63%**

Consumers prefer buying from purpose-shared companies

*Accenture*

**63%**

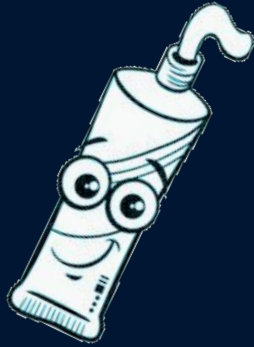
Employees want more opportunities with purpose in their day-to-day work

*McKinsey*

**63%**

Employees do not understand what is being achieved and why

*Harris Poll*



# REMOTE

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In the era of remote work,  
Purpose, not proximity,  
Is the glue for employees





# AUTONOMY

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Fast-paced innovations  
Have no time for hierarchy,  
Empower and drive  
With vision and purpose





# ANCHOR & COMPASS

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Anchor against storms,  
Compass guided direction,  
Is an authentic Purpose







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# FAMILY REUNIONS

**Vision:** multi-generational family connections

**Mission:** repeatable annual delightful family reunion experiences with cross-cultural learning opportunities

**Values:** respect people, respect time, respect environment, respect health, and learn

**Objective:** reunion at outdoor national park next year

**Metrics:** # of attendees, # of reunions, # of unique places visited



# Corporate constructs

	TIME
WHY	
WHAT	
HOW	
	TIME



# Corporate constructs: Purpose





# Corporate constructs: Strategy





# Corporate constructs: OGSP





# Corporate constructs: OKR





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**Business  
(problem)**

**Tech  
(solution)**

**High-level  
(long-term)**

Lean Canvas

Wardley Mapping

OGSP / OKR

Strategy Mapping

Team Topology

Tech Radar

User Journey Map

Context Mapping

Dev Journey Map

**Low-level  
(short-term)**

Lean Value Tree

Hypothesized Problem

User Story



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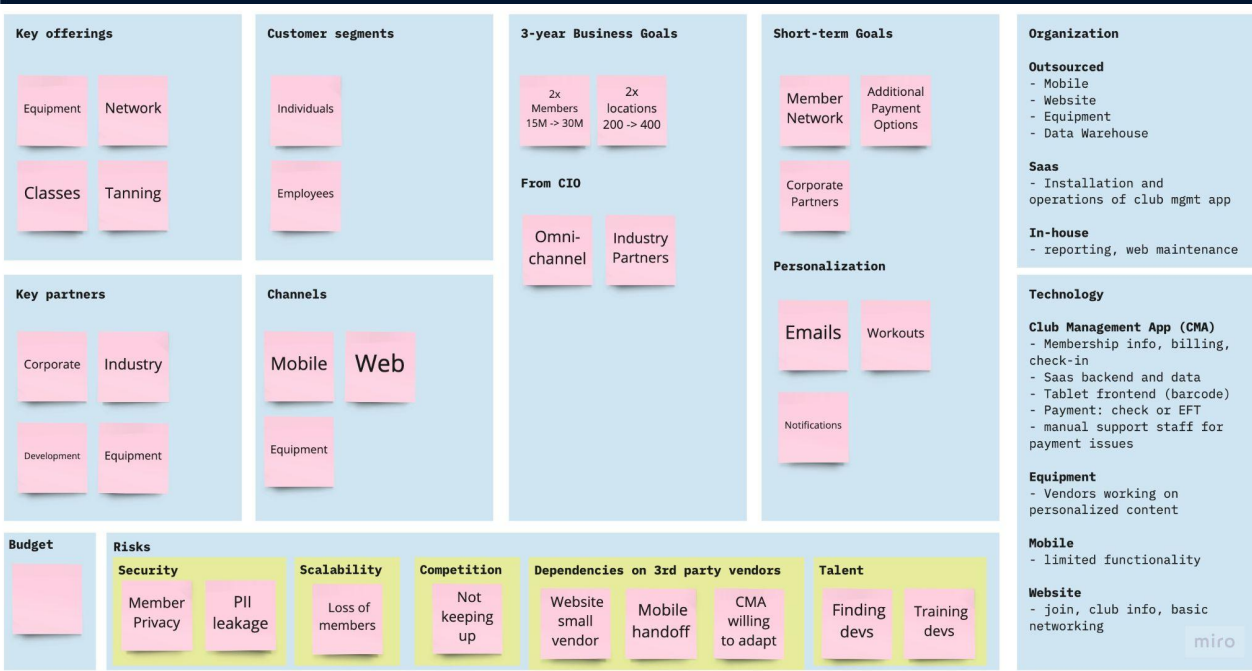
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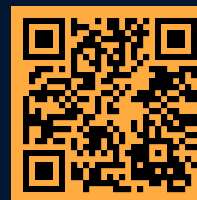
User Story





# LEAN CANVAS

1-page business strategy template to deconstruct key and risky assumptions





# Cincinnati Zoo & Botanical Garden - One Page Strategic Plan v3.0 FY2011-2012

**Mission:** Creating Adventure, Conveying Knowledge, Conserving Nature, Serving Community  
**Vision:** Inspiring Passion for Nature and Saving Wildlife for Future Generations!

**FY 2011-12 OBJECTIVE:**  
**'What' is Winning ...**  
 Inspire every visitor with wildlife everyday, by transforming all elements of their experience, to achieve our mission and build the financial stability to succeed long term.

**GOALS:**(Lori)

	FY09 Actual	FY10 Budget	FY11 Budget Prelim
<b>Visitor Satisfaction</b>			
Overall Satisfaction	82.7%	83%	71%
Net Promoter Score	84.7%	84%	76%
% Visitor Engagement	88.5%	96.5%	105%
<b>Ops Net Rev (000)</b>	\$1,390	\$1,098	\$1,546
<b>Net Cash Flow (000)</b>	\$1,093	\$500	\$500
<b>Attendance (000)</b>	1,219	1,075	1,100
# Members (000)	553	451	500
% Members	45.3%	42%	45%
Member Renewal Rate	70.2%	65%	70%
<b>Educ. Revenue</b>			
Overnights (000)	\$291	\$290	\$299
School (000)	\$407	\$424	\$437
<b>Educ. Attend.</b>			
Overnights (000)	8.6	8.2	8.2
School (000)	87.7	93.1	93.1
<b>Per Cap Measures</b>			
Admissions/Rides/Pking	\$6.21	\$6.99	\$6.99
Retail (gross revenue)	\$1.55	\$1.98	\$1.98
Food(gross revenue)	\$3.16	\$3.63	\$3.63
<b>Operating Contributions (000)</b>	\$2,577	\$2,054	\$2,115
<b>Sponsorship Revenue</b>	\$358	\$428	\$450
<b>Carbon Footprint</b>			
Total Utilities Exp. (000)	\$1,536	\$1,682	\$1,550
Electric Use (kwh) (000)	8,686	9,560	9,300
Natural Gas (ccf) (000)	271	269	269
Water Use (gal) (000)	141,768	142,500	120,000

**STRATEGIES:**(Captain)  
**'How' we will Win ...**  
**1. Engage Visitor' s With Wildlife (Oehler) –** Improve passion for the zoo and its mission through more personalized & innovative experiences that improve engagement with a outstanding animal and plant collection.

**2. Focus On The G.U.E.S.T. (Yelton)**  
 Create an visitor-focused experience with outstanding customer service, facilities, and staff that encourages repeat visitation.

**3. Create a Culture of Excellence (Walton)**  
 Create a positive, customer oriented culture by raising expectations, empowering the staff/volunteers and rewarding exceptional performance.

**4. Financial Strength (Lori)**  
 Support programs that drive net membership, daily attendance and revenue, while enhancing cost control everywhere in the organization.

**5. Promote Sustainability (Fisher)**  
 Develop & utilize innovative approaches to continually reduce the environmental footprint of the zoo and engage our visitors for sustainability in their lives.

**Calendar 2010-11 PLANS:**(Owner, Date)  
 1a Improve operant conditioning, integrated collection plan & expand community participation (Oehler/Jun 11)  
 1b Inspire Conservation Action through Wildlife Encounters (Jenike/Apr 11)  
 1c Develop multi-zoo project to engage large audiences in sa endangered species & habitats (Jenike/TBD)  
 1d Create sustainable mgt plan for Saving Species, emphasize cell phone recycling (Hoeweler/Jun 11)

2a Improve facilities and visitor amenities, particularly increa parking plan (Lori/Nov 10) food quality & service, reptile house roof, and misting (Mark F/Jun 11)  
 2b Update Online Communications Plan to help boost online visitor engagement (Michelle/May 11)  
 2c Develop Signage Plan to improve communications to our visitors (Greg/Mar 11)

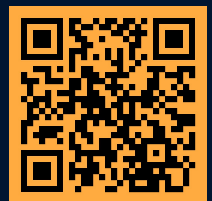
3a Define the goals, general principles, & initial elements of a health & wellness program (Walton/Dec 10)  
 3b Refine and broaden reward and recognition program for st and volunteers to reinforce strategic plan priorities (Walton/Ongoing)  
 3c Refine annual performance reviews to track progress for a union & non-union employees (Walton/Apr 11)  
 3d Focus on the highest potential training programs to drive strategic & operational priorities (Walton/Jan 11)

4a Refine & implement 5 yr integrated pricing structure for admissions, membership, group sales, & education includi discounts (Lori/Jan 11)  
 4b Launch Business Intelligence utility and implement strateg based on findings (Lucas/May 11)  
 4c Refine and implement ticket promotion plan for 2011 (Yelton/Feb 11)  
 4d Build a plan to grow renewals & new member HH' s (Amrine/Dec 10)

5a Continue to drive down our usage of natural resources (Mark/Ongoing)  
 5b Promote and solidify our standing as the greenest zoo in America, including solar array; complete & distribute "Gre Print" material (Fisher/Apr 11)

## OGSP

1-page strategic planning, with clarity and focus of Objectives tied to Goals that lead to Strategies linked to Plans



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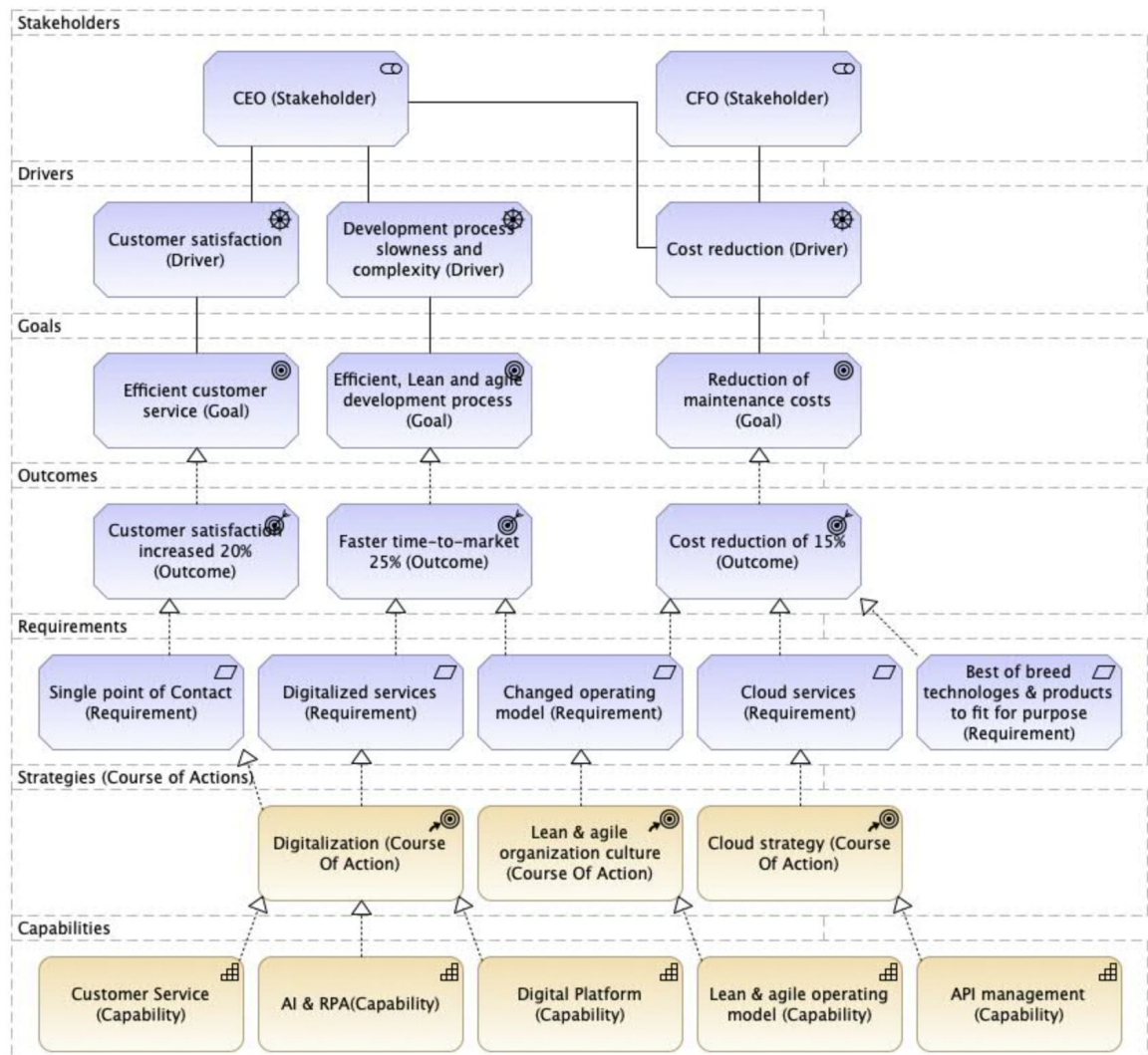
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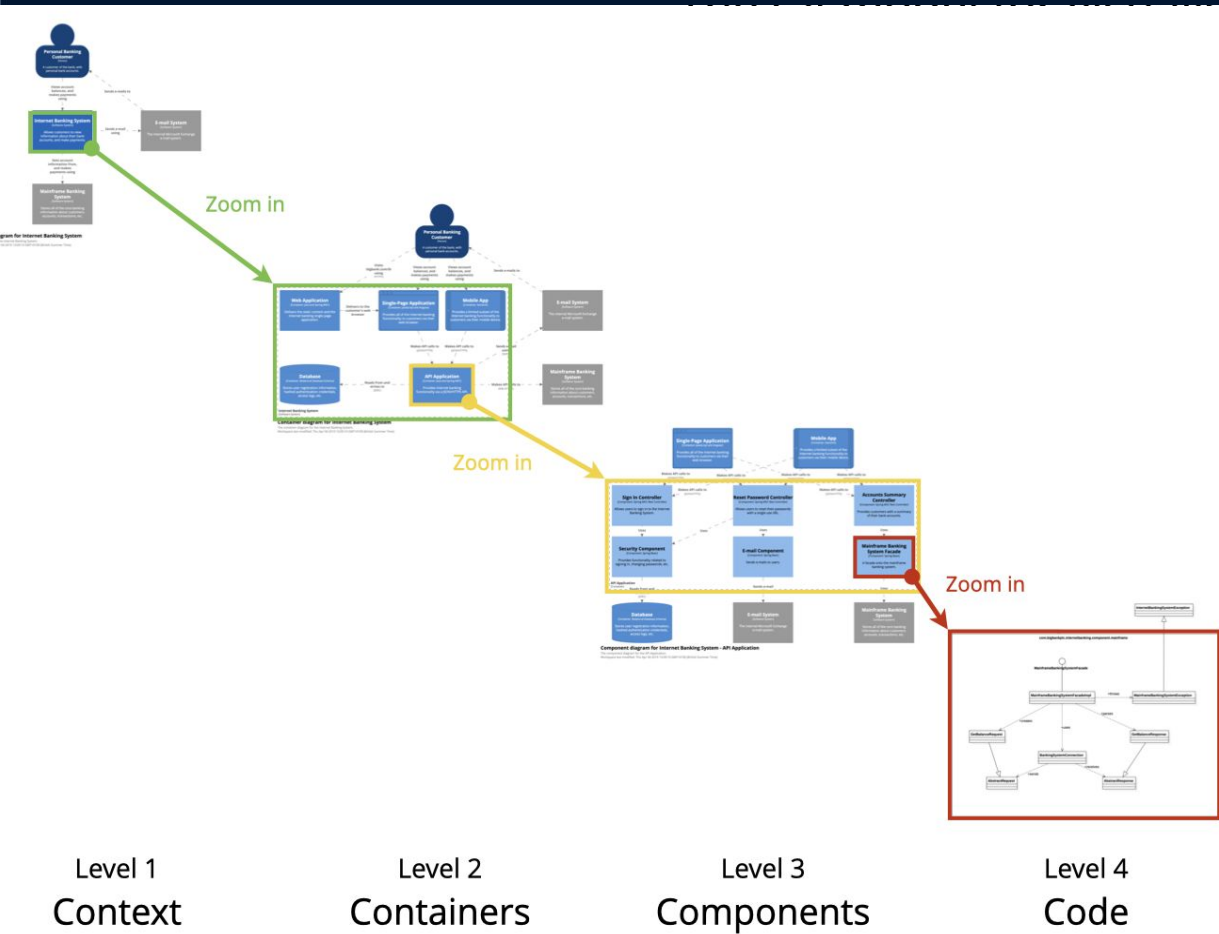




# STRATEGY MAPPING

Visualization clarifying connections between business drivers, measures of success, and strategic solutions





# CONTEXT MAPPING

C4 model, abstraction-first visualization, clarifies system and team responsibilities and dependencies



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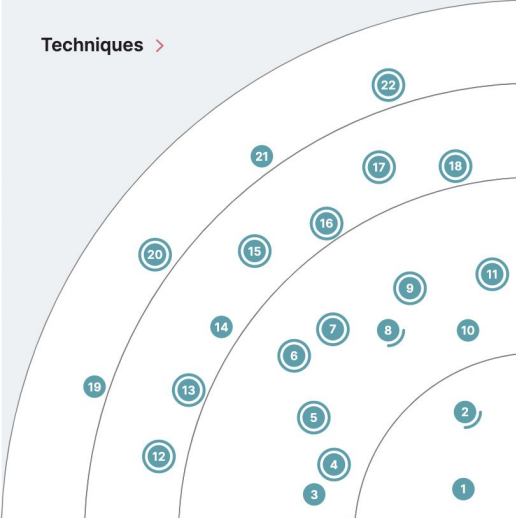
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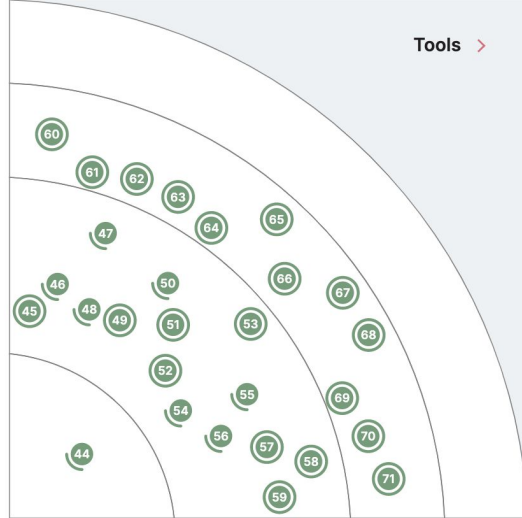




Techniques >



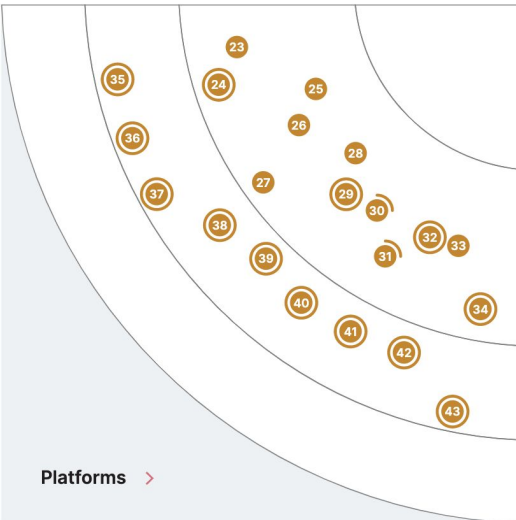
Tools >



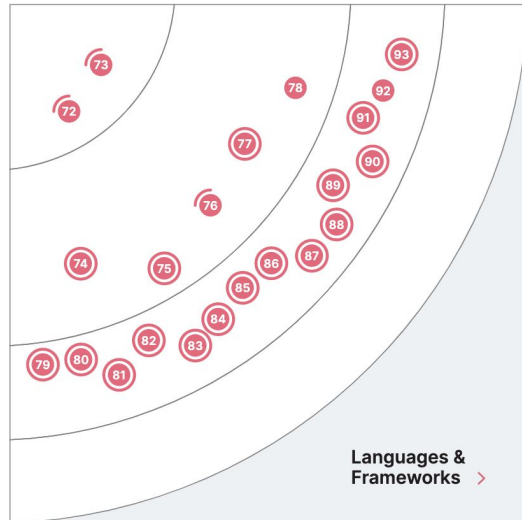
Hold Assess Trial Adopt

Adopt Trial Assess Hold

Platforms >

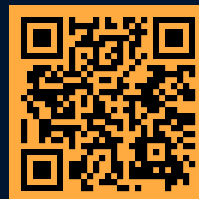


Languages & Frameworks >



# TECH RADAR

Visualization to clarify adopted, trending, and decommissioned technologies and methodologies





“Say a little  
and  
say it well.”

—Irish proverb



## WHY

Why is defining and communicating the purpose of one's work important



## WHAT

What do we mean by purpose and other constructs



## HOW

Tools and techniques you can use to communicate purpose in your organization



# ATTRACT & RETAIN TALENT WITH PURPOSE

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Purpose beyond profitability,  
Strengthen with humanity

# THANKS!

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CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.