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Designing the Purposeful Organization: How to Inspire Business Performance Beyond Boundaries

Clive Wilson

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Globalization, competition and recession have created an overwhelming pressure on organizations to deliver growth. This has often resulted in tough performance targets being pushed down the line. Hard-hitting management may deliver short-term results but in the longer term key people burn out or leave, and business performance falls back. Designing the Purposeful Organization explains how to implement a more enlightened and authentic leadership style that aligns people's strengths to the delivery of a compelling future. It draws on a unique framework that helps leaders manage the eight elements essential for high performance: purpose, vision, engagement, structure, character, results, success and talent. It moves beyond the boundaries of transactional performance (pay me X and I'll deliver Y) to a purpose-centred performance that releases talent, creativity and engagement. It features case studies from Google, Whole Foods Market, the NHS and the London 2012 Olympics and is ideal for practitioners in organization development, senior HR managers and business leaders. This book demonstrates how business performance can be inspired beyond boundaries by aligning people to a compelling purpose.

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