



# Purpose Driven Organisations: The future of the world

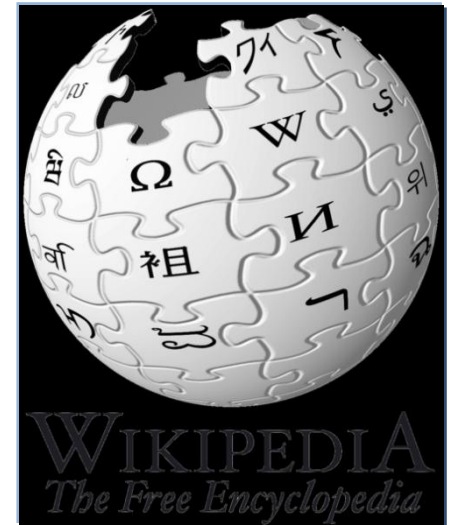
*by Roshan Thiran*

**Where there is  
no vision,  
the people  
perish.**

**- Proverbs 29:18**



# Why Do They Win? They Should Not have won..



## Question

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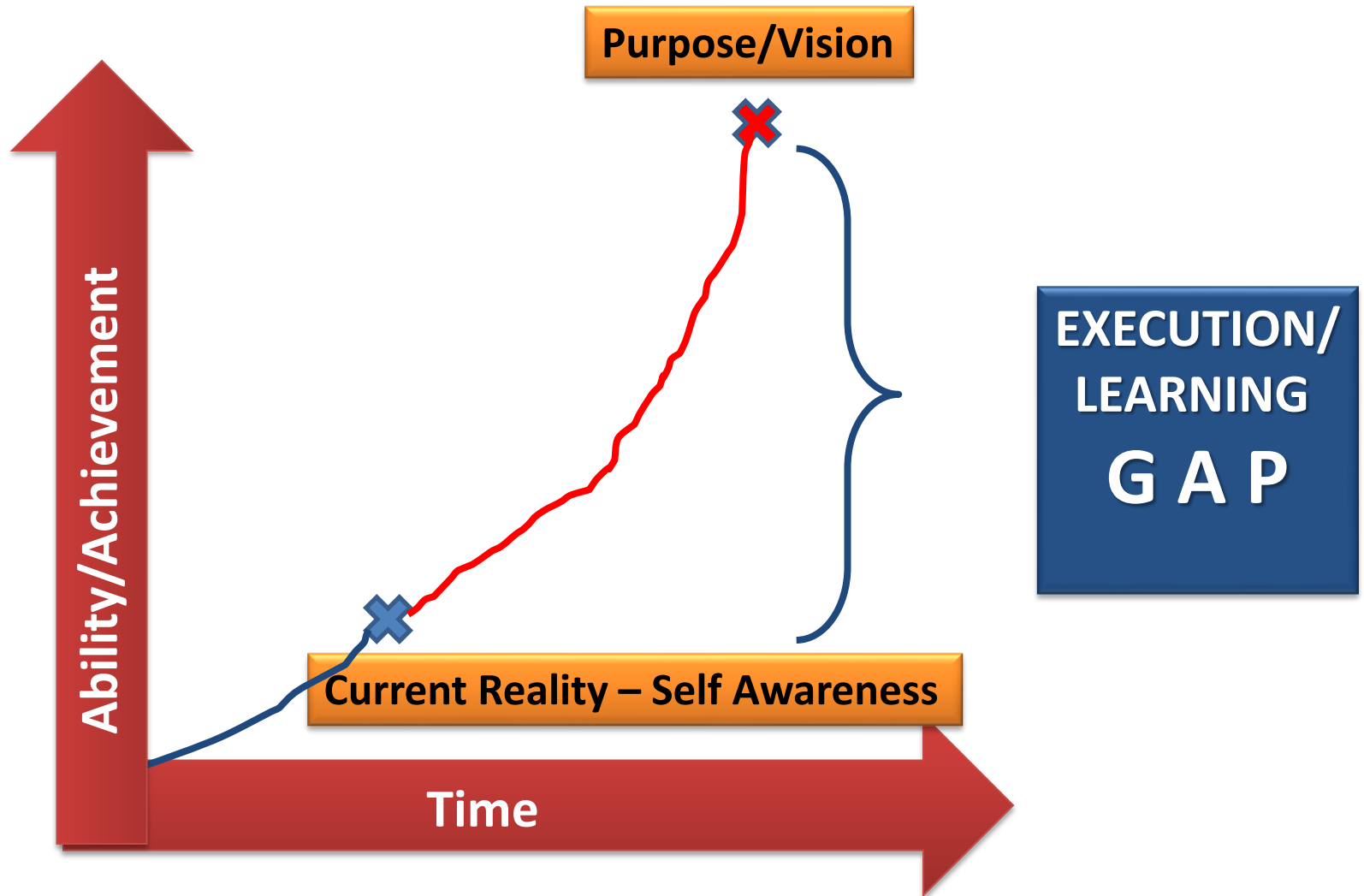
Why does Mozilla,  
Wikipedia, Apple & AirAsia  
beat off bigger competitors?

# Clearly, its because of leadership



But why do some leaders win, whilst others don't . . .

# At the heart of leadership is purpose



*“If you don’t know where you are going, any road will get you there.”*



# DO YOU HAVE A PURPOSE?

*Purpose serves to change the state of conditions in a given environment, usually to one with a perceived better set of conditions or parameters from the previous state.*





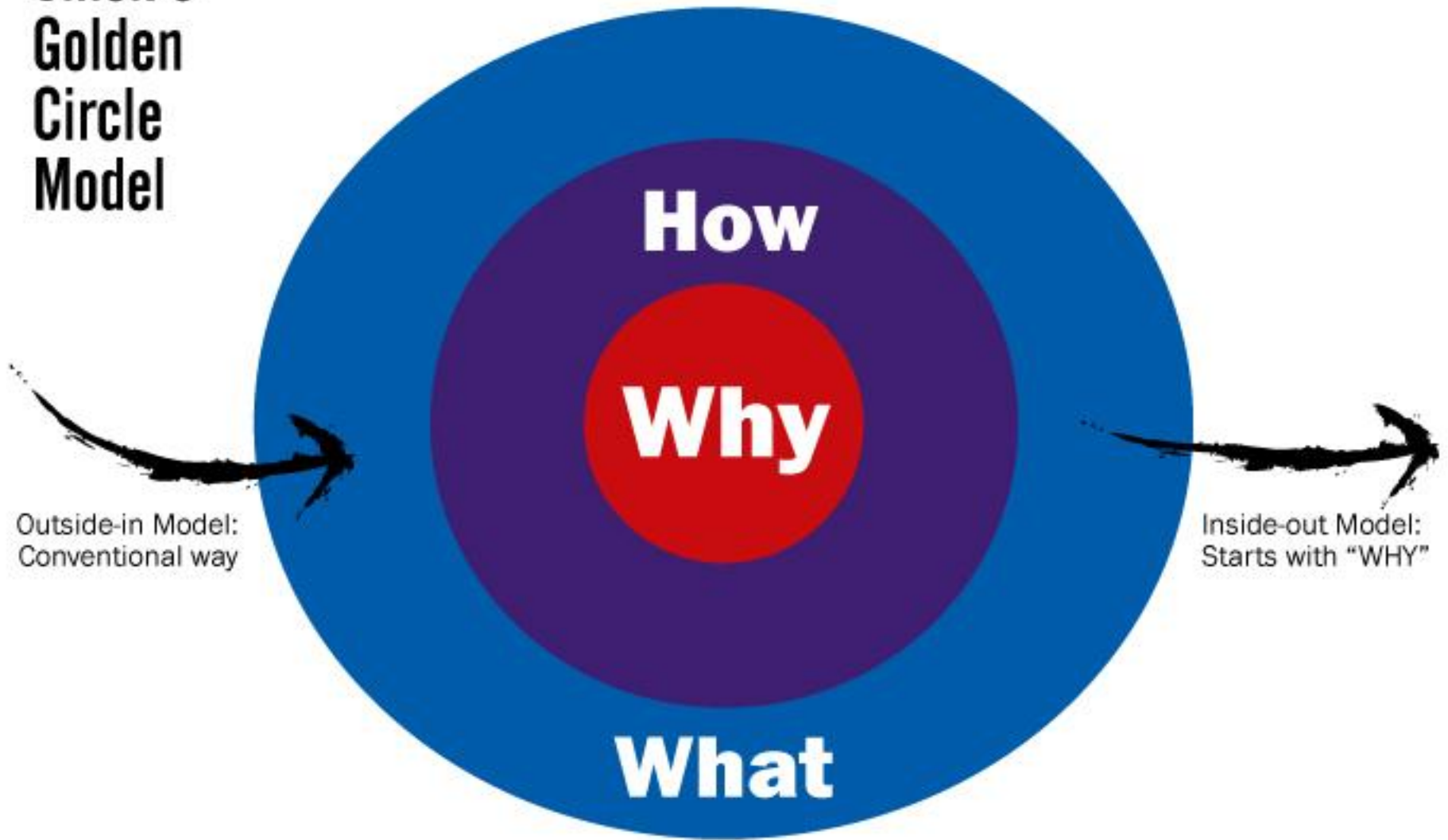
**What are  
businesses?  
Profit Driven  
Organisations**



**What are  
social  
enterprises?**

**Purpose  
Driven  
Organisations**

# Sinek's Golden Circle Model

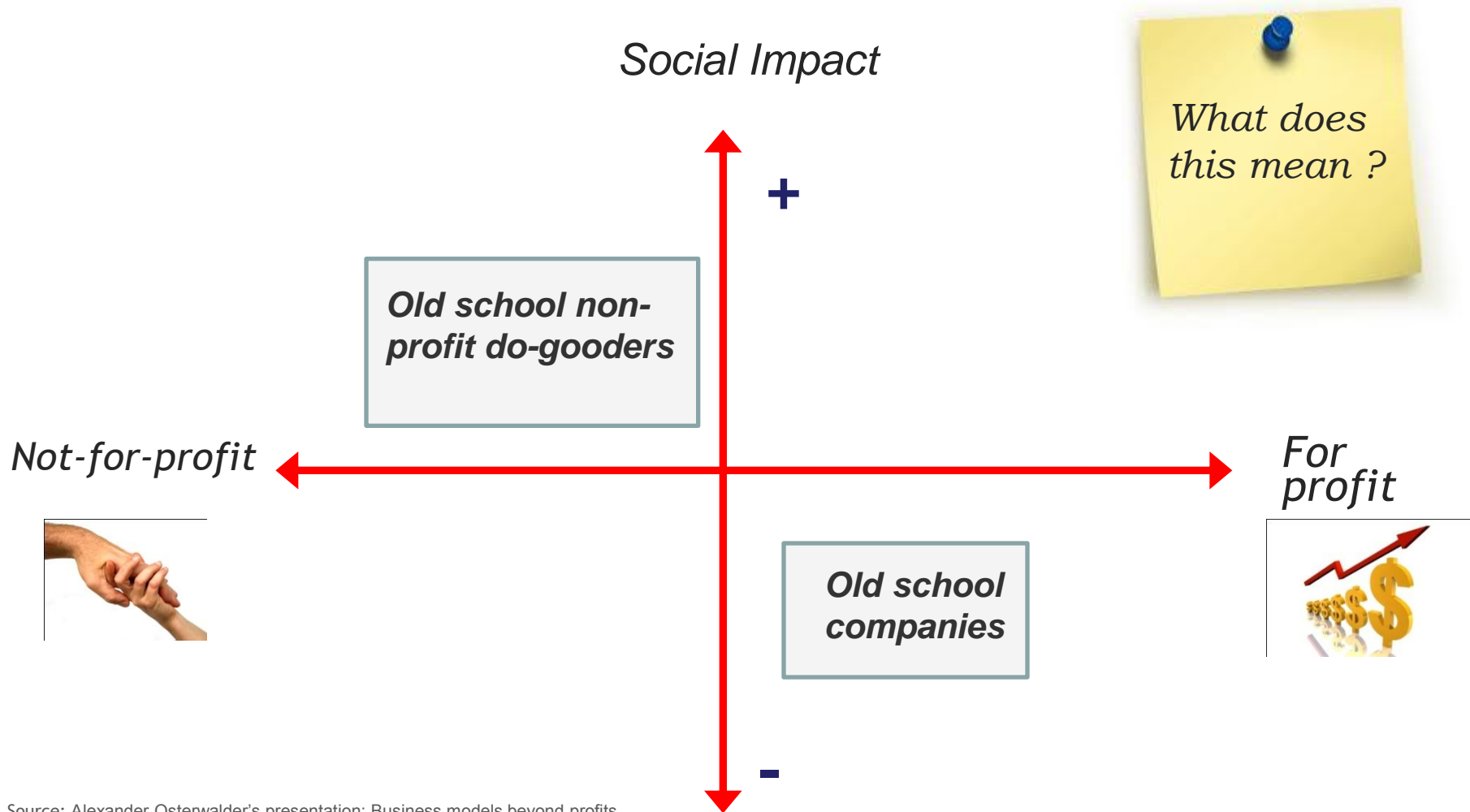


**BUSINESS** is typically categorised as the  
**opposite** of not-for-profit



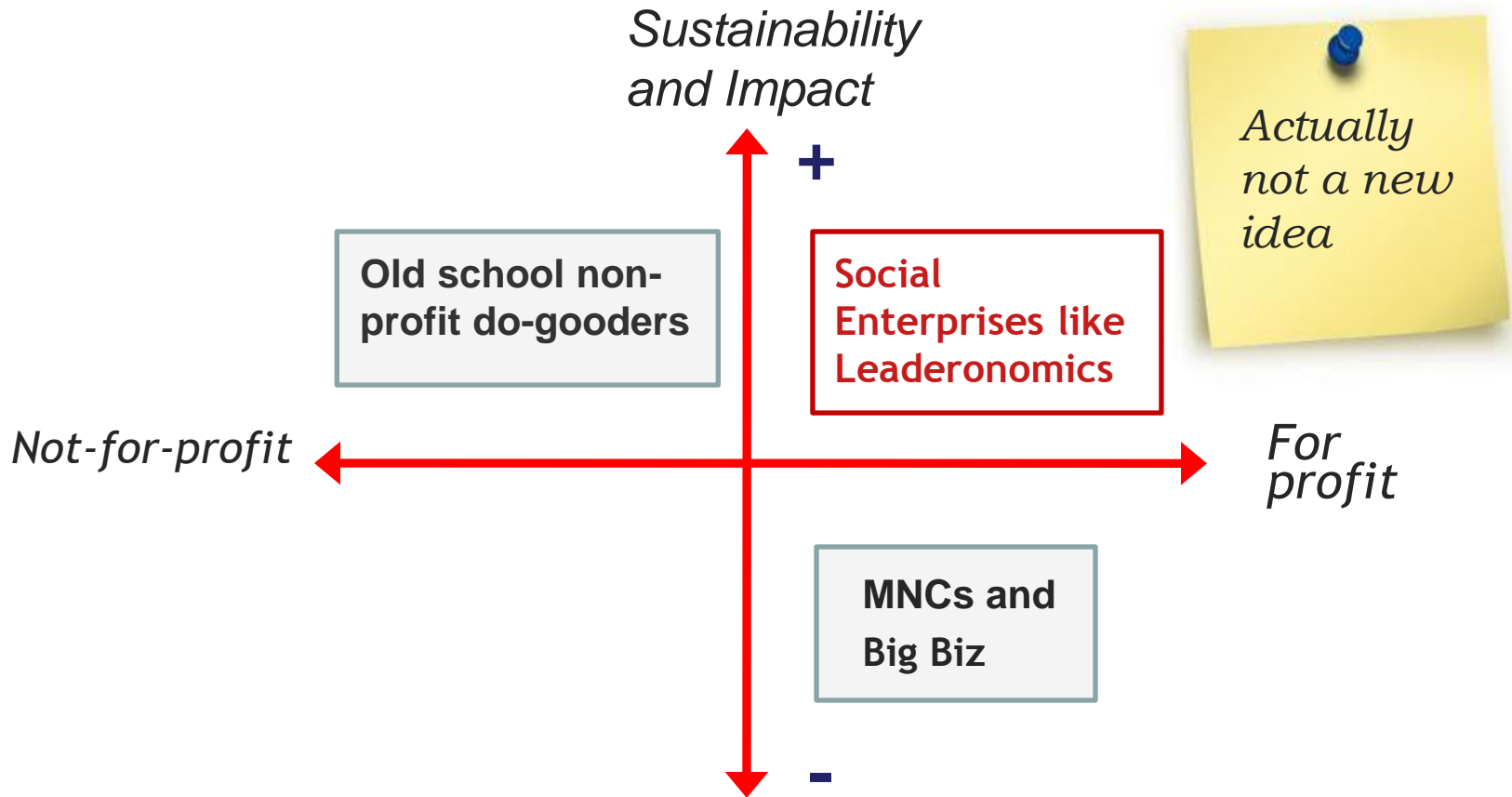
Source: Alexander Osterwalder's presentation: Business models beyond profits

# THE TRADITIONAL VIEW is being altered with a new line



Source: Alexander Osterwalder's presentation: Business models beyond profits

# Business models with a purpose: Profitable with + Social Impact



Source: Alexander Osterwalder's presentation: Business models beyond profits

# Social Enterprises are Not charities or NGO

**sustainable business model**

**+**

**address social issues**

**+**

**brings God's love to the unloved world**

# Self-help Self-responsibility Self-administration

The basic idea of Friedrich Wilhelm Raiffeisen & Hermann Schulze-Delitzsch, founders of the cooperative movement in Germany in the mid 1850s



- Cooperative banks give low-priced loans and advantageous investment opportunities to farmers to enable farmers to purchase agricultural equipment, fertilizers and livestock
- The members then provided each other with mutual assistance

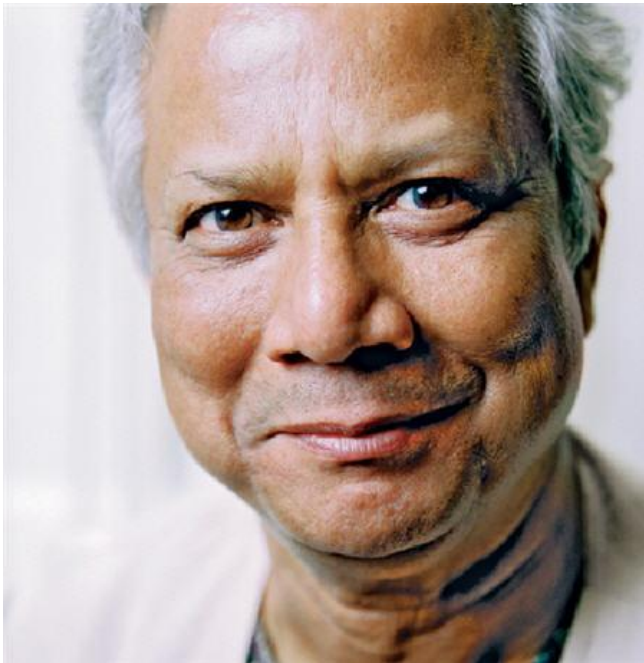
Source: Dr. Patrick Stähler of Fluid Minds



# Micro credits Help for self-help

The basic idea  
of Muhammad  
Yunus

*The modern  
version in  
Bangladesh*

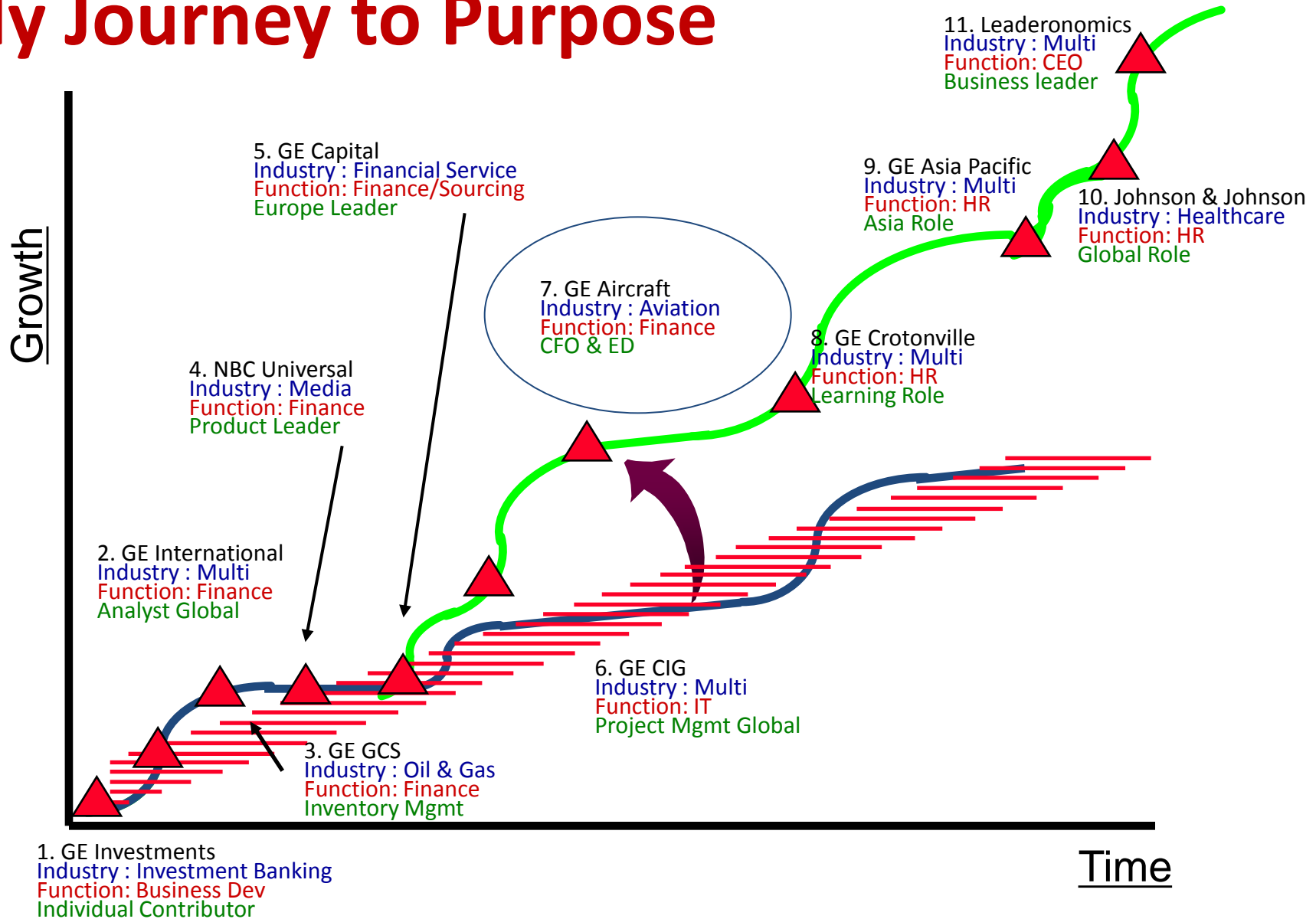


- Yunus set up the Grameen Bank in 1976 to give credit to the very poorest in his country, especially women, in order to let them set up tiny businesses without collateral. The members then provided each other with mutual assistance



Source: Dr. Patrick Stähler

# My Journey to Purpose



# Leaderonomics – A Purpose Driven Organisation

All 3 areas work together as a system which complement each other in funding and content creation, and all contribute to our core mission to grow people into leaders.

<b>Corporate Services</b>	Learning & Development Sounding Board Talent Acceleration Programmes Assessments
<b>Media</b>	Publications TV Technology
<b>Community</b>	Youth In the Community University



every

biz

started

out

with

a

purpose

*Coca-Cola*®

## *Cough Medicine*



*Now, everyone can fly*

# **Microsoft®**

***“To put a computer on every desk and in every home”***

# Google™

***“To organize the world’s information  
and make it universally accessible”***



# Making Japan Great Again

**Sony's Purpose** : Change the worldview image of Japanese products

- In 1950s, Japanese products had a reputation of “cheap, junky and poor quality”.
- Envisioned world-wide market
- After 10 years, changed name from Tokyo Tsushin Kogyo to Sony Corporation

# SONY

# Sony's Purpose in 1950's

# SONY

## Core Ideology

- Being a pioneer, not following others, but doing the impossible.
- Experiencing the sheer joy of innovation and the application of technology for the benefit and pleasure of the general public.

## Envisioned Future

- Become the company most known for changing the worldwide image of Japanese products as being of poor quality. **Made in Japan** will mean something fine and not shoddy.
- Create products that become pervasive around the world.
- Be the first Japanese company to go into an American market and distribute directly.
- Fifty years from now, our brand name will be as well known as any on Earth.



I will raise up  
Cyrus (or you!)  
to fulfil my righteous  
purpose,  
and  
I will guide his actions

Isaiah 45: 13

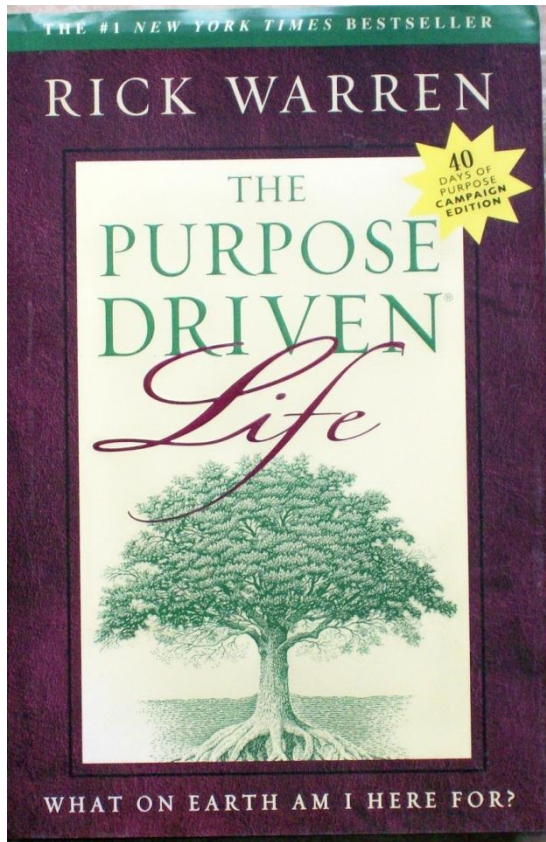
From

purpose driven life

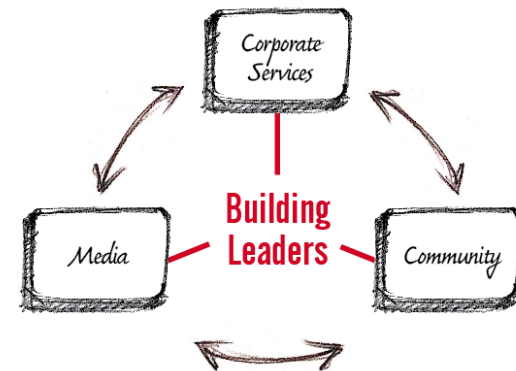
To:

Building

Purpose driven organisations



**Leaderonomics**  
The Science of Building Leaders





**A small body of determined spirits fired by  
an unquenchable faith in their mission  
can alter the course of history**

**- Mohandas Gandhi**

What organisation are you building?

Are you building for the Lord?

