

Driving coherence across the business

The Purpose-centred model

Sandra Pickering, January 2020

Definitions

Vision



An aspirational description of what an organization wants to achieve over the medium to long-term.

A guide for choosing our actions and allocating resources.
Internal focus.



Our vision is
to be the prime driver in an all-communicating world

Purpose



A reason for being beyond profit and beyond what we make or sell.
WHY do we exist?

The role we play in other people's lives: customers, consumers and the world at large.

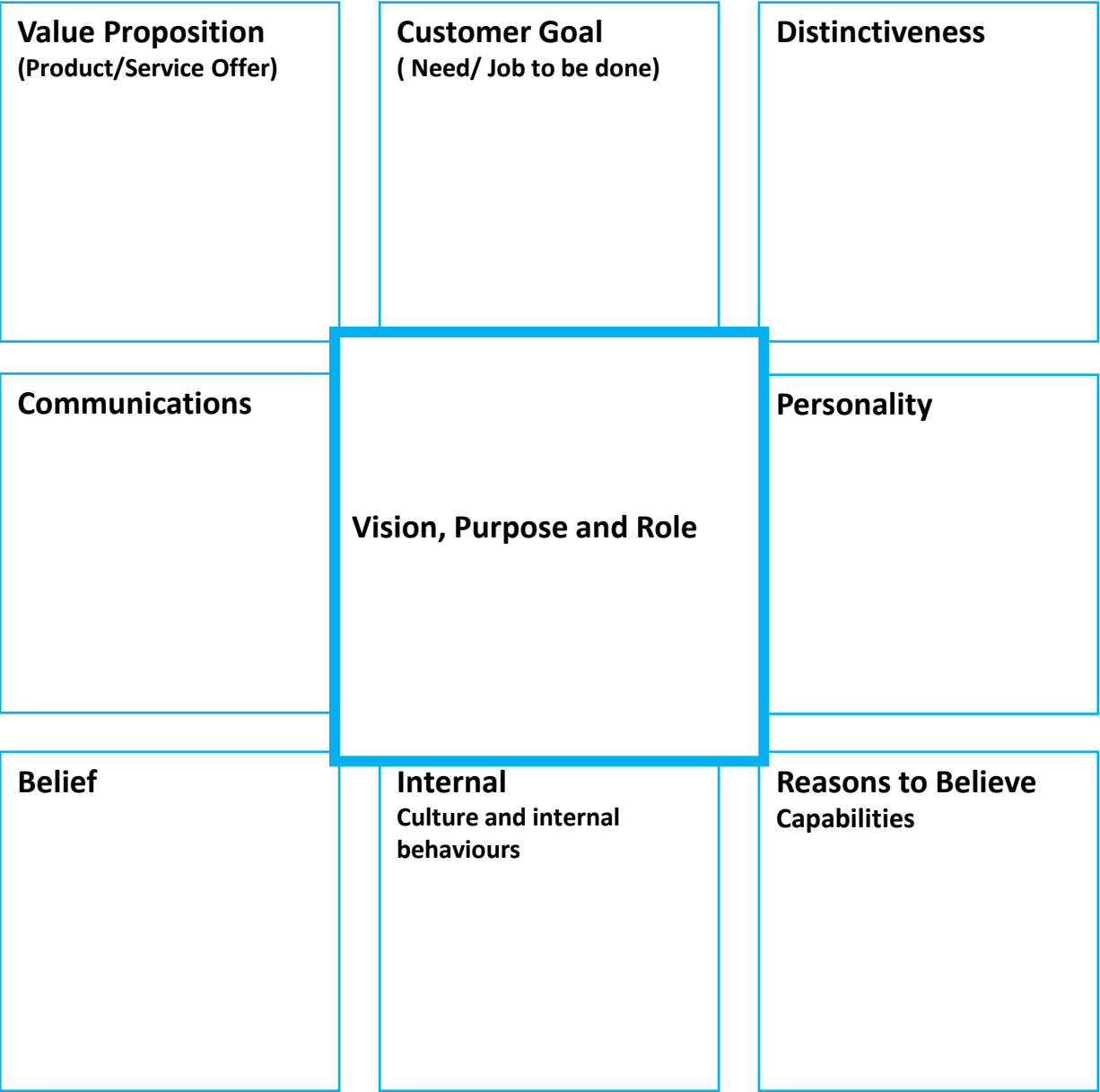
What we're doing for others, stakeholders outside the business.
External focus.

IAG insurance:

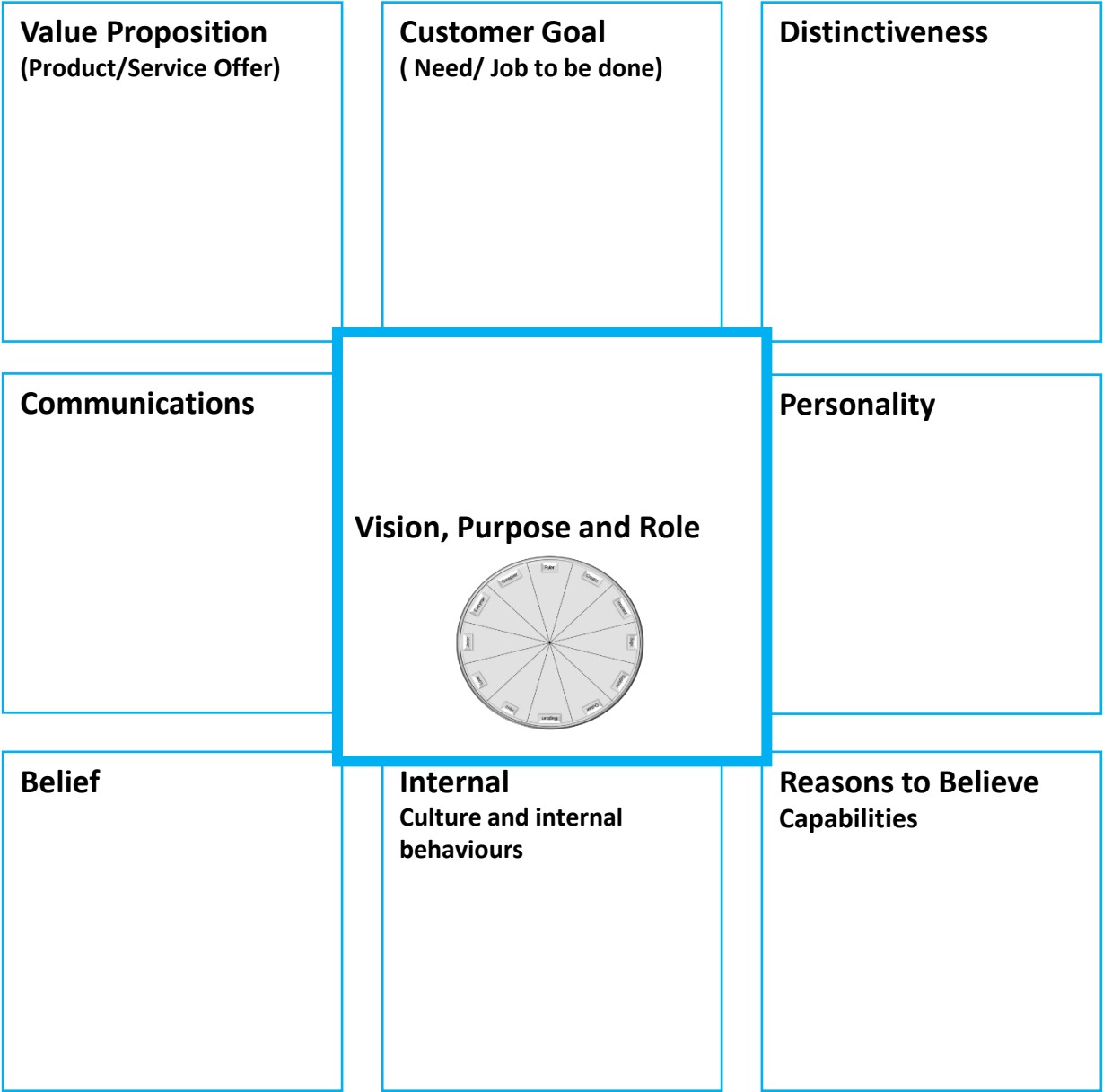
Our purpose is to help people manage risk and recover from the hardship of unexpected loss.



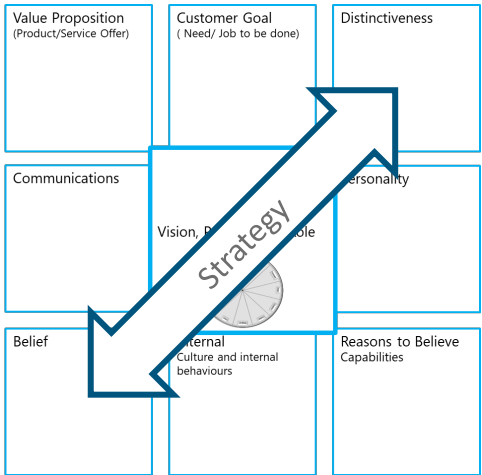
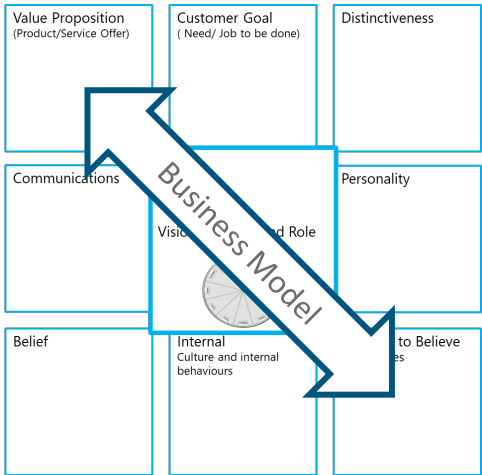
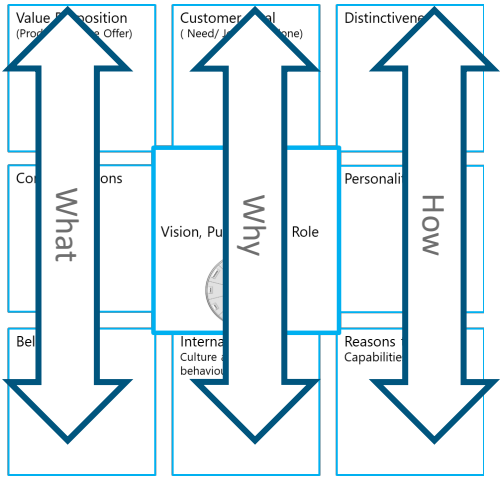
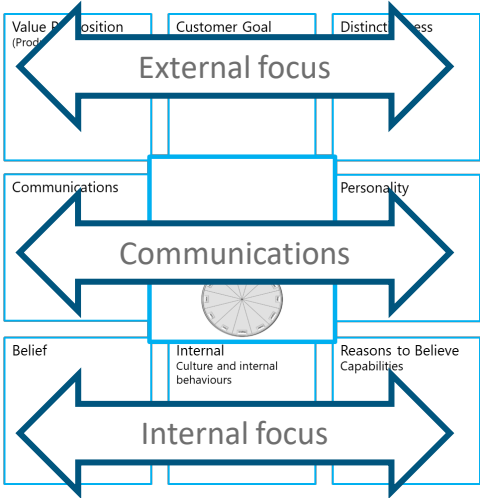
Driving coherence across the business



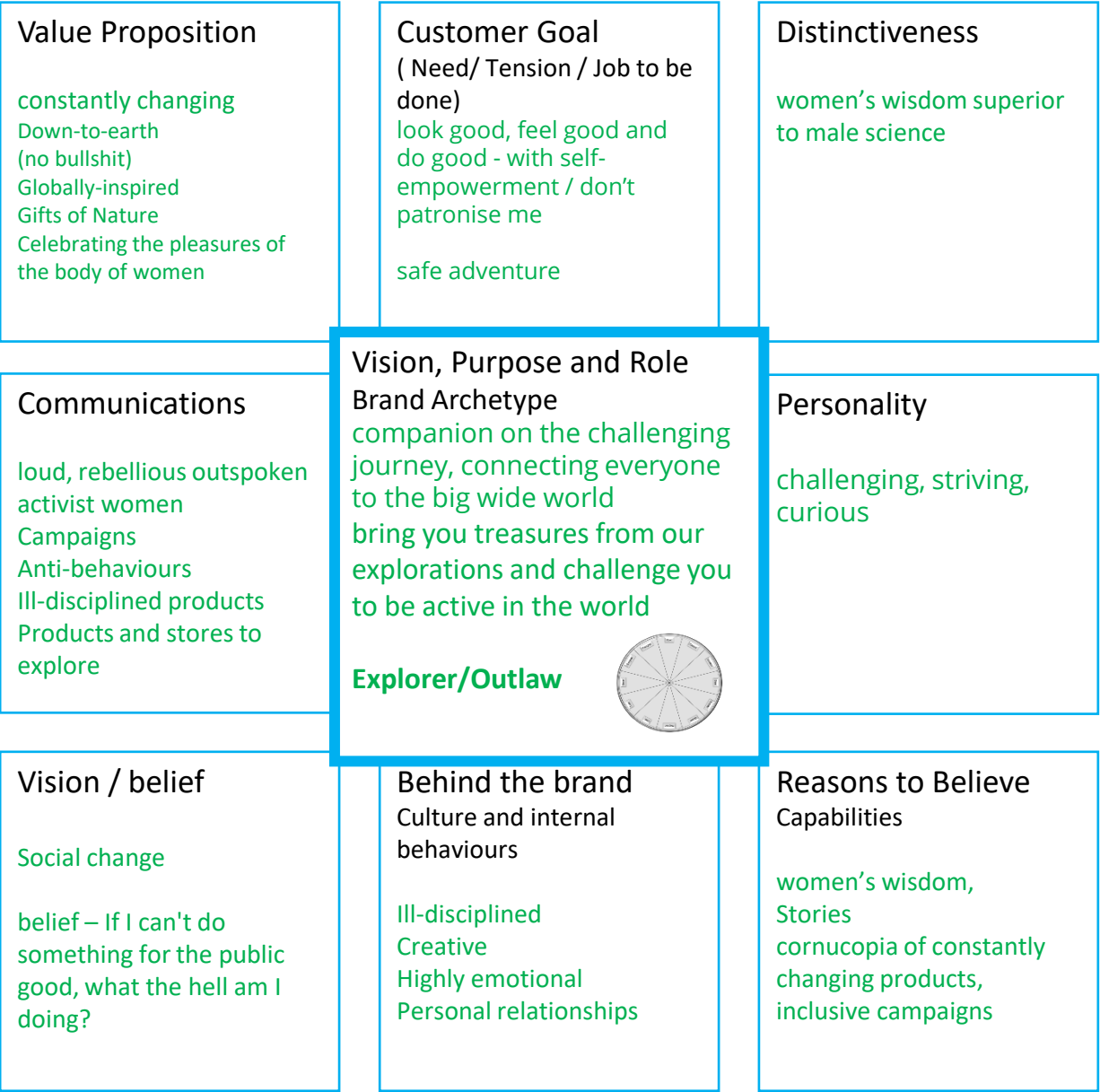
Central idea is the archetypal role – who we are



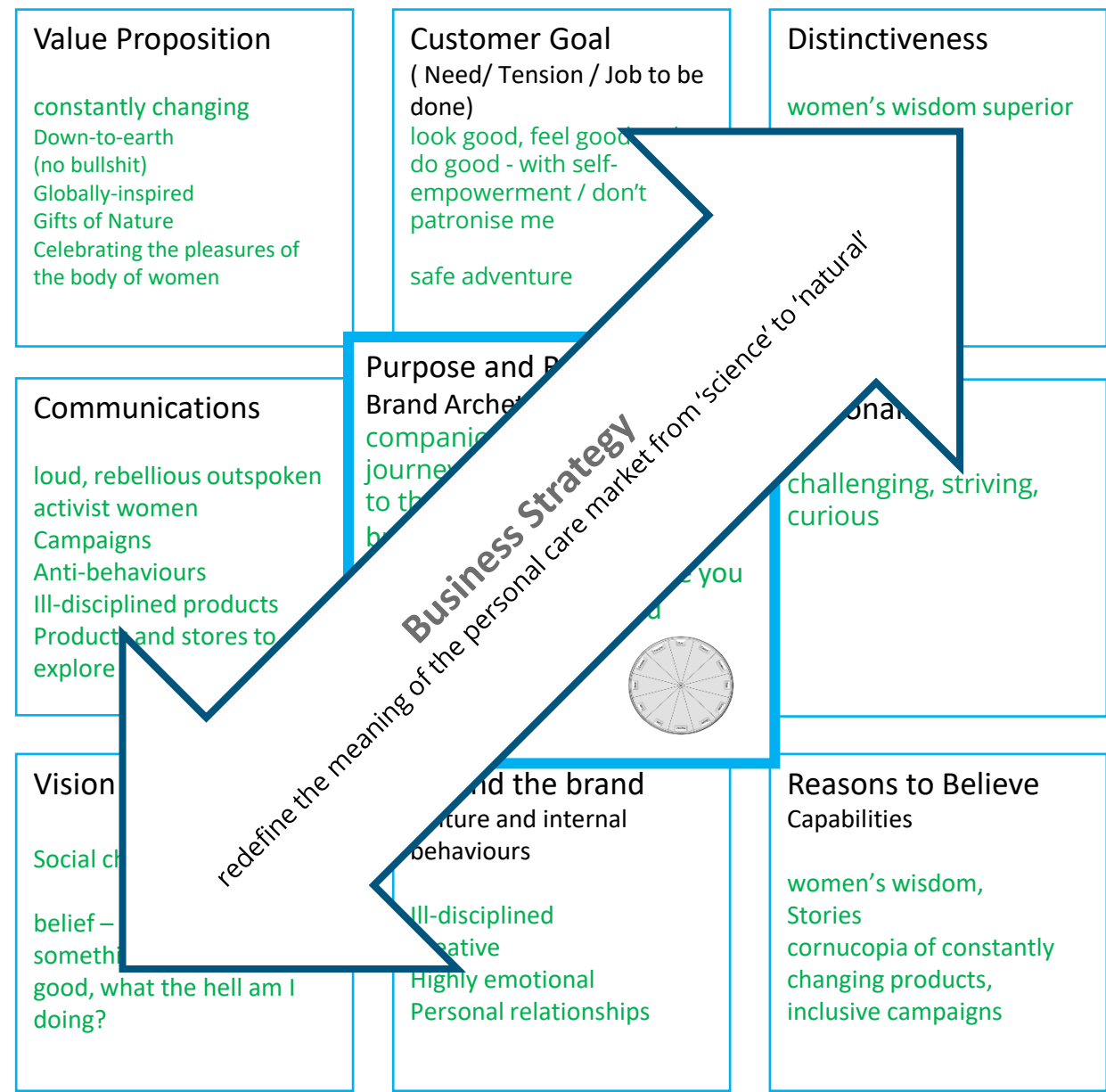
Coherence and congruence



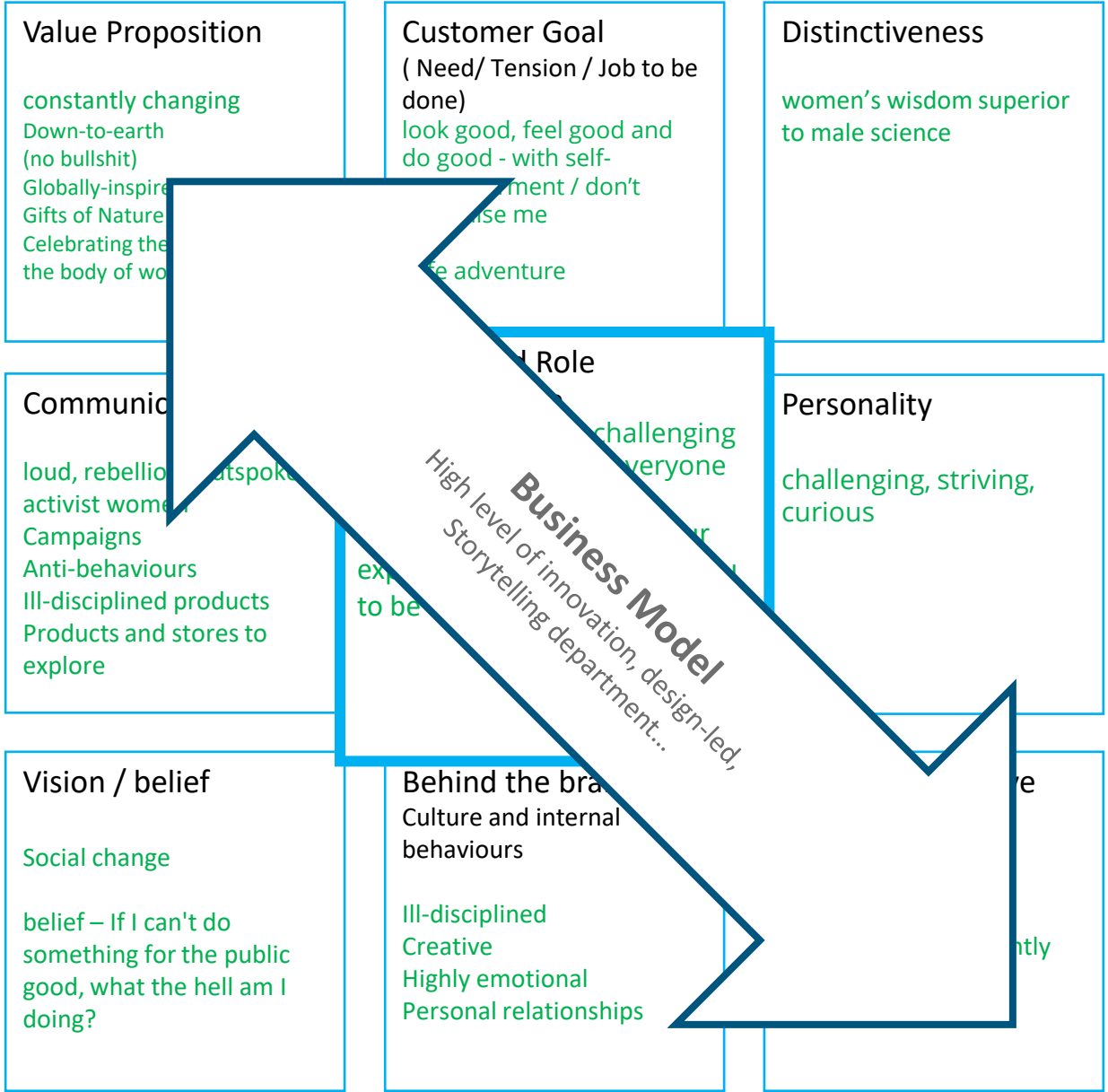
Example: The Body Shop



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Purpose and Vision sit at the centre of any business

Vision, Purpose and Role

Our Purpose is...

Our Vision is
to become...

Vision, Purpose and Role

Our Vision
“to be the prime driver in an all-communicating world”

Our Purpose is
to empower an intelligent, sustainable and connected world



Data Driven Operations
Fuelled by AI and automation, data-driven operations enable the shift from reactive to proactive IT and Network management.

Customer Goal

Businesses want to connect people and transform their industries, while creating a more sustainable world.

Distinctiveness

Game-changing technology and services for connecting.

Vision, Purpose and Role

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Fuel innovation at every level

The Ericsson Operations Engine provides the strategic flexibility and dynamic capabilities to drive growth across new industries.



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Belief

Communication should be available for everyone

Reasons to Believe

Capabilities

- Future technologies
- Close customer service
- High level of innovation
- Open standards
- Ease of use



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These are the building blocks of Vision and Purpose

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Vision & Purpose is then brought to life through what we offer and how we offer it

Value Proposition

Hardware, software, and services to enable the full value of connectivity.

Communication technologies that are easy to adopt, use and scale

Customer Goal

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Communications

Future-oriented
Service-oriented

“Innovate technology for good”

Vision, Purpose and Role

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Personality

Visionary
Democratic
Creative

Belief

Communication should be available for everyone

Behind the scenes

Culture and internal

Focus on taking action, making things happen.

Stated values:

Respect, Professionalism, Perseverance.

Reasons to Believe

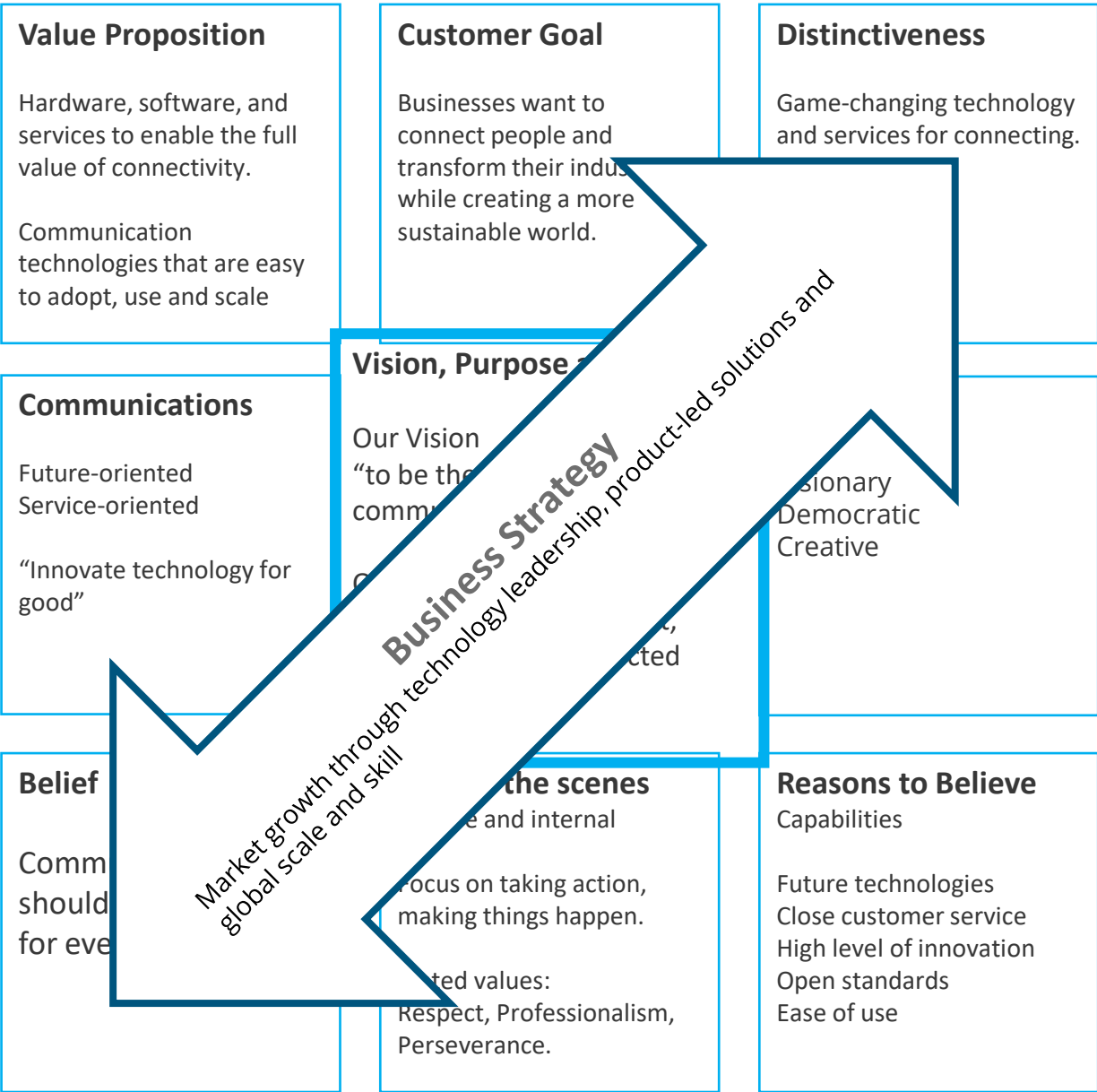
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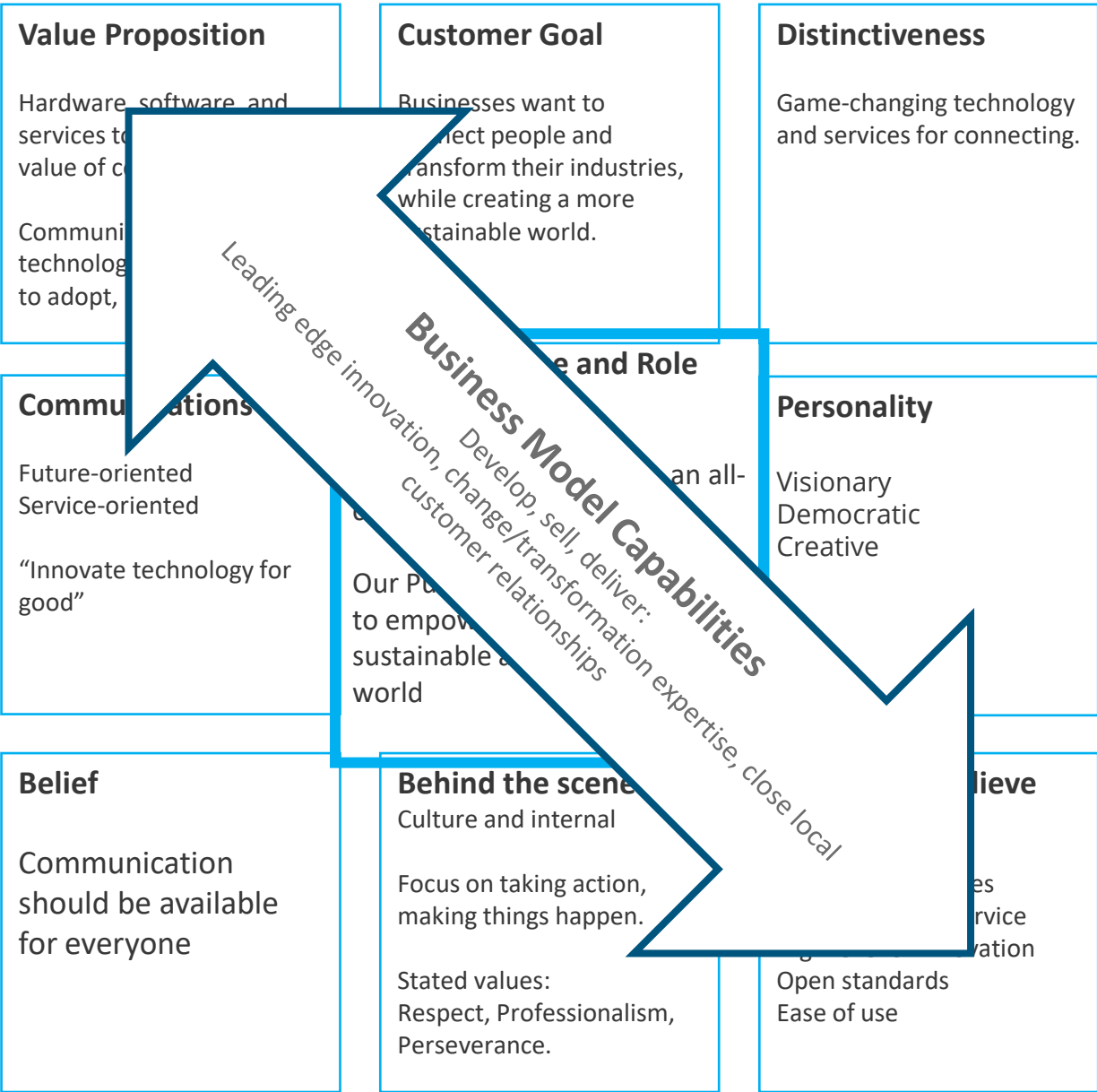
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