

**5** PRINCIPLES FOR LEADERS TO BUILD  
REGENERATIVE CULTURES

# INFLUENCE ON PURPOSE

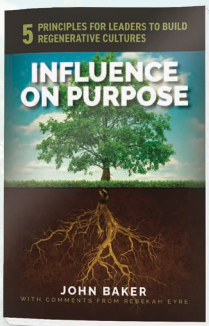
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*Influence On Purpose* is a principle-driven practice made of models and processes designed to help leaders create regenerative cultures for themselves and their stakeholders. John leans on his decades of experience to identify and work from the governing principles of regenerative cultures for businesses to establish a culture that vitalizes instead of depletes its most important asset: people.

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