

# Purpose and Profits

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# Overview

- “Purpose without Profits” and “Profits without Purpose” are both futile!
- “Profits & Purpose” is an intensive webinar series tailored specifically for senior leaders. It addresses the three core needs faced by business leaders today, in order to foster exponential and meaningful growth within their enterprises.

- **Setting the Right Purpose:**

In the dynamic business landscape characterized by turbulent markets, heightened customer expectations, and increased uncertainties, the pursuit of profits alone is no longer sufficient. This programme guides leaders, in defining and establishing a purpose, that goes beyond financial gains, aligning it with the evolving needs of the market and society.

- **Aligning the Purpose:**

Once the right purpose has been identified, the next crucial step is to align it across key stakeholders responsible for various verticals and functions within the enterprise. This programme equips leaders, with the strategies and tools necessary, to ensure that the purpose is integrated into the fabric of the organization, inspiring coordinated efforts towards its realization.

- **Inspiring Passion and Commitment:**

Motivating the immediate team and the broader enterprise, to passionately pursue the shared purpose, is essential for long-term success. Through engaging discussions and thought-provoking exercises, this programme encourages leaders to inspire their teams, fostering a sense of commitment, and driving them towards the shared purpose with unwavering passion.

## For Whom

The Profits & Purpose Programme is designed for Senior Business leaders responsible for driving organizational change, and inspiring others to align their work with a greater purpose.

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# Learning Objectives

- ▶ Understand the importance of defining a clear purpose for your organization
- ▶ Align your organization's purpose with its overall business strategy
- ▶ Implement strategies and best practices for fostering a purpose-driven culture, within your organization
- ▶ Understand different techniques for communicating your purpose to various stakeholders, including customer effectively
- ▶ Explore strategies and approaches to overcome challenges encountered, when integrating purpose into the organization.
- ▶ Assess and evaluate the effectiveness and success of your organization's purpose-driven efforts.

# Key Issues addressed

- ▶ **Self-leadership Challenge:** Addressing the introspective questions and philosophical dilemmas that senior leaders face, emphasizing the importance of self-leadership as a foundational pillar for driving purpose and profitability.
- ▶ **Value Challenge:** Exploring the need for continuous learning, growth, and adding deep value in an ever-changing business environment, while examining the perception of one's own relevance and value in the organization.
- ▶ **Alignment Challenge:** Highlighting the challenges of alignment and collaboration within the core leadership team and functional domains, emphasizing the impact of inadequate bonding and role insensitivity on execution and business results.
- ▶ **Culture Challenge:** Establishing a strong and unified culture across all levels, addressing the conflicts arising from diverse leadership styles and cultural differences, and seeking ways to inspire purpose, passion, and commitment in all employees.

## Programme Details

**Programme Dates:** 8<sup>th</sup>, 10<sup>th</sup>, 16<sup>th</sup>, 18<sup>th</sup> August, 2023

**Programme Mode:** 4 Live-Virtual Sessions | **Time:** 4:00 PM to 5:30 PM IST

**Programme Fee:** Rs. 25,000/- + GST Per Participant

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# Session-1

## 1. Introduction to Purpose and Profits

- ▶ Explain the concept of purpose and profits and how they are not mutually exclusive
- ▶ Why both purpose without profits and profits without purpose are futile for a commercial organization?
- ▶ Share examples of companies that have successfully integrated purpose into their business model and improved their profitability

## 2. Defining Purpose

- ▶ Discuss the importance of defining a company's purpose and how it can guide decision-making
- ▶ How Purpose, Vision and Mission connect
- ▶ Provide examples of purpose statements from well-known companies

# Session-2

## 3. Aligning Purpose with Strategy

- ▶ Where does strategy fit in in the context of Purpose/Vision/Mission
- ▶ Explain how a company's purpose should align with its overall business strategy
- ▶ Provide examples of companies that have successfully aligned their purpose with their strategy

## 4. Building a Purpose-Driven Culture

- ▶ Culture-building – a key accountability of a Leader
  - ▶ Culture and Values the key Fabric of an organization
  - ▶ Discuss the importance of building a purpose-driven culture and how it can improve employee engagement and retention
  - ▶ Share strategies for building a purpose-driven culture, such as incorporating purpose into employee training and development programs
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## Session-3

### 5. Communicating Purpose to Stakeholders

- ▶ Discuss the importance of communicating a company's purpose to stakeholders, including customers, employees, and investors
- ▶ Share strategies for effectively communicating purpose, such as using storytelling and incorporating purpose into marketing campaigns.

### 6. Overcoming Challenges

- ▶ Address common challenges that companies may face when integrating purpose into their business model, such as resistance from employees or difficulty measuring impact
- ▶ Share strategies for overcoming these challenges, such as involving employees in the purpose definition process and regularly measuring and reporting on impact

## Session-4

### 7. Measuring Impact

- ▶ Explain how a company can measure the impact of its purpose-driven initiatives
- ▶ Provide examples of metrics that can be used to measure impact, such as employee satisfaction surveys and customer feedback

### 8. Conclusion

- ▶ Summarize the key takeaways, and encourage participants to apply what they have learned to their own companies
  - ▶ Personal action plan for the participants
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## Faculty

### Srinivasan Ranganathan

Prof Ranganathan (Ranga) is a visiting faculty of Leadership in Executive Education Programmes at Mahindra University. He is also a visiting faculty at the Indian School of Business.

He has taught in Programmes for Senior Executives from Public/Private sectors, and across different industry verticals. Some of the firms he has taught include Google, PepsiCo, Godrej Consumer Products, Oberoi Hotels, IndiGo, Bank of Baroda, Indian Bank, EY and several others.

Ranga enables leadership transformations at middle and senior management levels through focused training and consulting assignments for global organizations, operating in India—like Unisys, Capgemini, Microsoft, SAP Labs, Caterpillar, HP, Infosys, ING-Vysya Bank, Ramco Systems and others. Ranga also coaches senior professionals from select corporate houses in India on visioning and growth strategies.

He has led full-day tracks on topics connected to Leadership / Growth in huge events like TechED (by Microsoft) each year. Ranga also guides several NGOs that contribute immensely to the social sector in the areas of child adoption, destitute women rehabilitation, old-age homes, drug de-addiction etc.

Ranga holds a Post Graduate degree in Management from IIM Bangalore preceded by a Post Graduate degree in Mathematics from IIT Chennai

## About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

## About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.



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