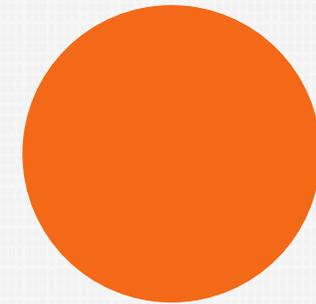


Uncovering the real Purpose of your Business

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@ CIONET
Brussels, 2019 01 15



Global Inspiration &
Noble Purpose Institute

The GINPI Noble Purpose

*inspire leaders around the globe
to create beauty, harmony & joy
in order to contribute
to the progress & well-being
of humankind, society & the world*

Some of our references ...



The WHY question

**Why do YOU do
what you do?
(in that organization)**

if 'working'

=

creating added value
in the contribution to
a noble purpose

=

THE way to

SELF-REALISATION



The loss of engagement

Worldwide, Actively Disengaged Employees Outnumber Engaged Employees by Nearly 2-1

2011-2012 results among employed residents, aged 18 and older, in 142 countries and areas

	2009-2010	2011-2012
Actively disengaged	27%	24%
Not engaged	62%	63%
Engaged	11%	13%

2014-2016

19%

71%

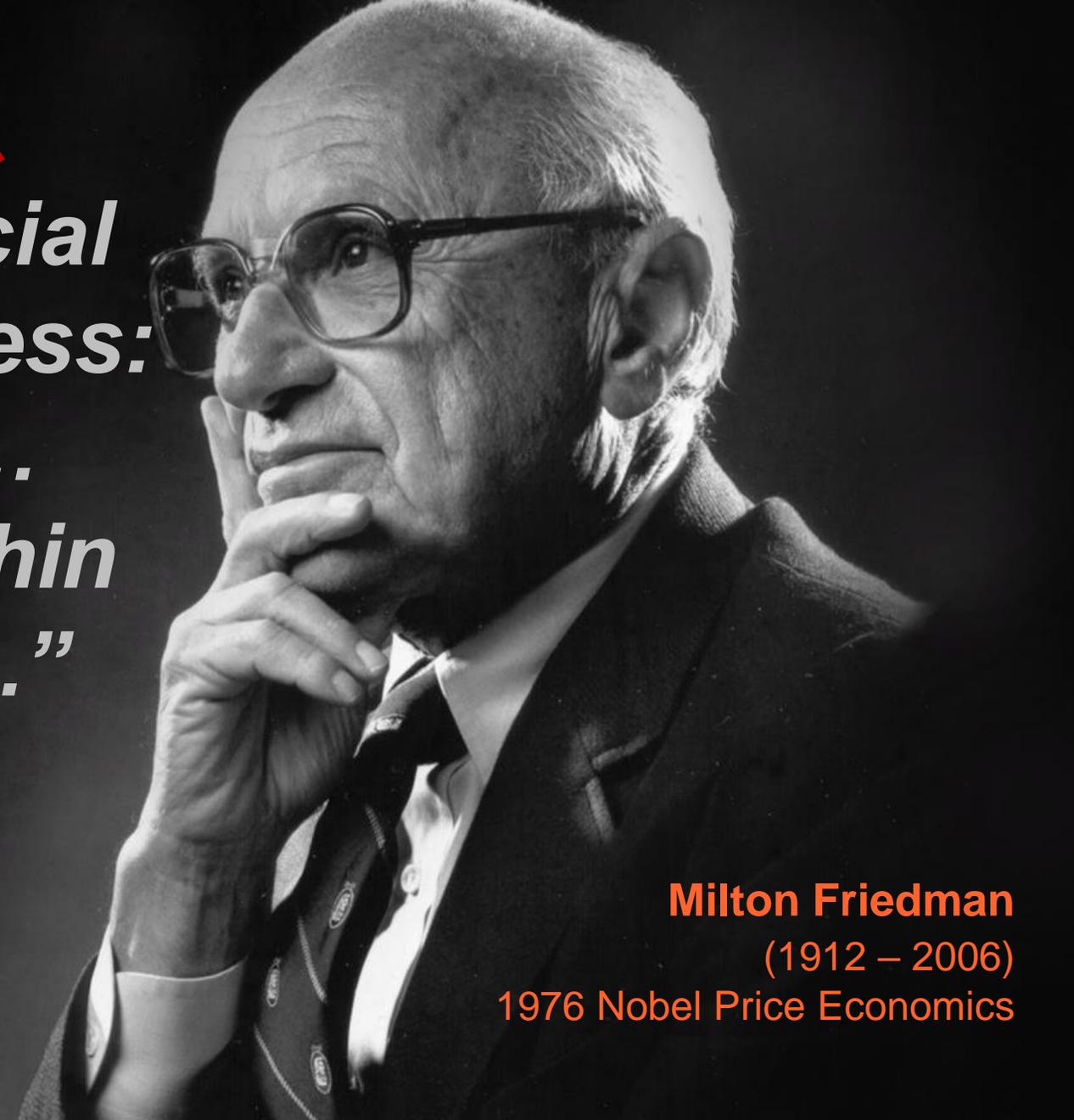
10%



90% !

GALLUP®

~~*”There is only one social responsibility of business: increase its profits ... so long as it stays within the rules of the game.”*~~



Milton Friedman
(1912 – 2006)
1976 Nobel Price Economics

MODERN SLAVERY

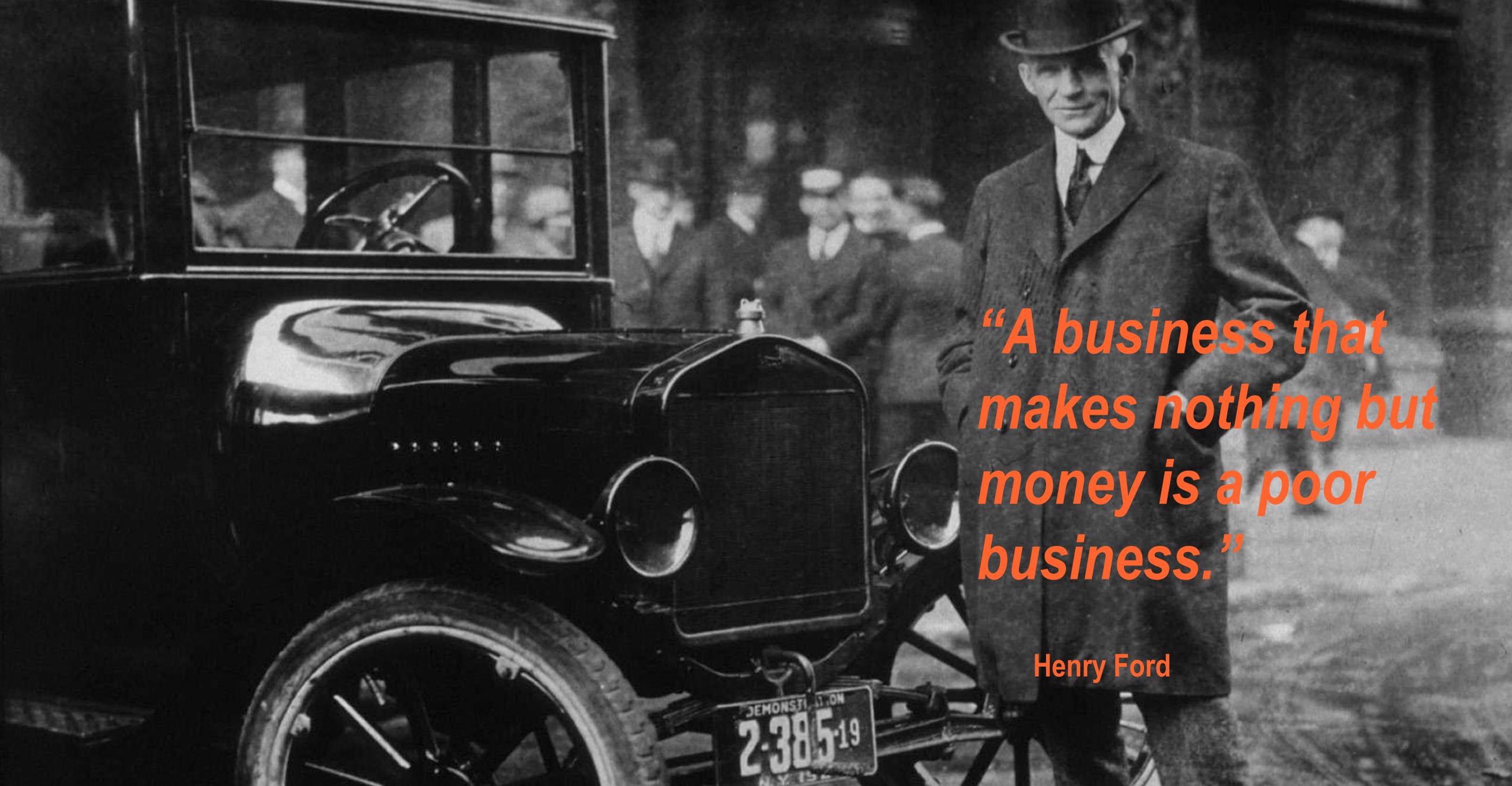
The WHY question

***Why does your
organization
do what it does?***

From KPI's to ...

KPI's

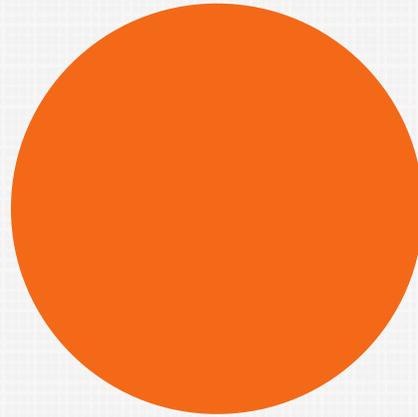
CPI's



“A business that makes nothing but money is a poor business.”

Henry Ford

Thank you for your participation & interest!



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