

# Editorial

Javier Bajer

## The purpose of having a purpose

If you were to ask me for a quick piece of advice, I would encourage you to avoid wasting time creating purpose statements that you don't believe in. You might end up doing more harm than good and, in the end, missing an opportunity to make real change happen.

So, how can you actually tell whether you believe in your organisation's purpose? Easy. You will feel the tension that always exists between the frustration with the existence of a problem (i.e. people not having access to services or products) and the urge to be the one who is going to do something about it (i.e. provide that product or service). Then, and only then, you have found a purpose.

The purpose of having a purpose is to be clear about the direction of travel. It should inform big and small decisions alike. It should help prioritise investment, streamline your communication, create efficiencies and avoid wastage.

A purpose is NOT something that you put on a poster, in the hope that it will magically engage an organisation. It does not help attract talent – or retain it. In fact, it is often a source of frustration for people who can see a gap between the promise implied behind a purpose statement and the reality of their job.

You absolutely need a purpose. One that doesn't need shouting about. Instead, one that shows up in everything your organisation does, everyday, through its core business.

The best purpose has to be lived, not talked about.

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