

PURPOSE & ORG DESIGN



Purpose Archetypes

Welcome to a conversation with

●●●● New
●●●● Commodity



To what extent are you hearing leaders talk about ESG, CSR, purpose, impact, etc.?



What we know.

Higher demand

A 2018 Cone/Porter Novelli study found that 78% of Americans believe companies need to positively impact society, and 66% would switch to a more purpose-driven brand.

Evolve & innovate faster

Purpose-driven companies are generally more nimble and able to evolve while also staying true to their brand, familiar to their stakeholders, and strategic.

More loyal customers & engaged employees

Purpose-driven companies connect with their customers & employees on a more visceral and emotional level, driving loyalty and commitment among them.

Stronger long-term growth

Purpose-driven companies are 63% more likely to survive a financial crisis (Yale study). And at the 15-year mark, their growth rate is more than 14x that of a typical S&P 500 firm.





Of these trends, which seem most important to your clients and/or your company?





THE PURPOSE ARCHETYPES



GOOD

Justice
Equity
Fairness
Opportunity
Kindness

TRUE

Learning
Curiosity
Critical thinking
Progress
Improvement

BEAUTIFUL

Happiness
Inspiration
Love
Aesthetics
Form

GOOD

TRUE

BEAUTIFUL

INDIVIDUAL

Products, services, and/or values primarily center around the individual.
(Mentoring Companies)

COMMUNITY

Products, services, and/or values primarily center around the communities of people,
businesses, markets, etc.
(Activating Companies)

ENVIRONMENT

Products, services, and/or values primarily center around the environment.
(Tending Companies)



GOOD

TRUE

BEAUTIFUL

MENTORING



Nurturer



Teacher



Trainer

ACTIVATING



Advocator



Canvasser



Builder

TENDING



Operator



Ranger



Composer





Mentoring Companies

Exist to facilitate improvements in individuals' lives. They value capacity for good - even greatness - in every individual.

Activating Companies

Exist to provide needed resources to communities of people, businesses, and markets. They value communities' ability to contribute their best to the world.

Tending Companies

Exist to deliver solutions for a healthier planet. They value ease and access when it comes to improving the environment.





Based on these descriptions, in which group would you place your organization?



Mentoring Companies

Exist to facilitate improvements in individuals' lives. They value capacity for good - even greatness - in every individual.



PURPOSE ARCHETYPES



Nurturer

Facilitates people's efforts to lead happy lives.

BetterHelp



Teacher

Facilitates people's efforts to discover and learn.

Babbel



Trainer

Facilitates people's efforts to lead healthier lives.

Peloton | Grove Co.



Activating Companies

Exist to provide needed resources to communities of people, businesses, or markets. They value communities' ability to contribute their best to the world.



Advocator

Provides needed resources that strengthen a given community.

Starbucks



Canvasser

Provides easier access to better data that help communities improve.

Polco



Builder

Provides healthier spaces or infrastructure for communities.

EUA



Tending Companies

Exist to deliver solutions for a healthier planet. They value ease and access when it comes to improving the environment.



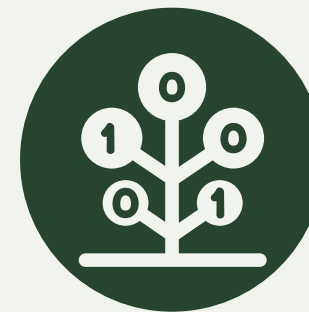
PURPOSE ARCHETYPES



Operator

Delivers or enables others to deliver net-positive operations.

FlockFreight



Ranger

Delivers data and technology that foster environmental health.

NTT | NTT Data



Composer

Delivers environmental improvements to our built world.

Innotech Windows



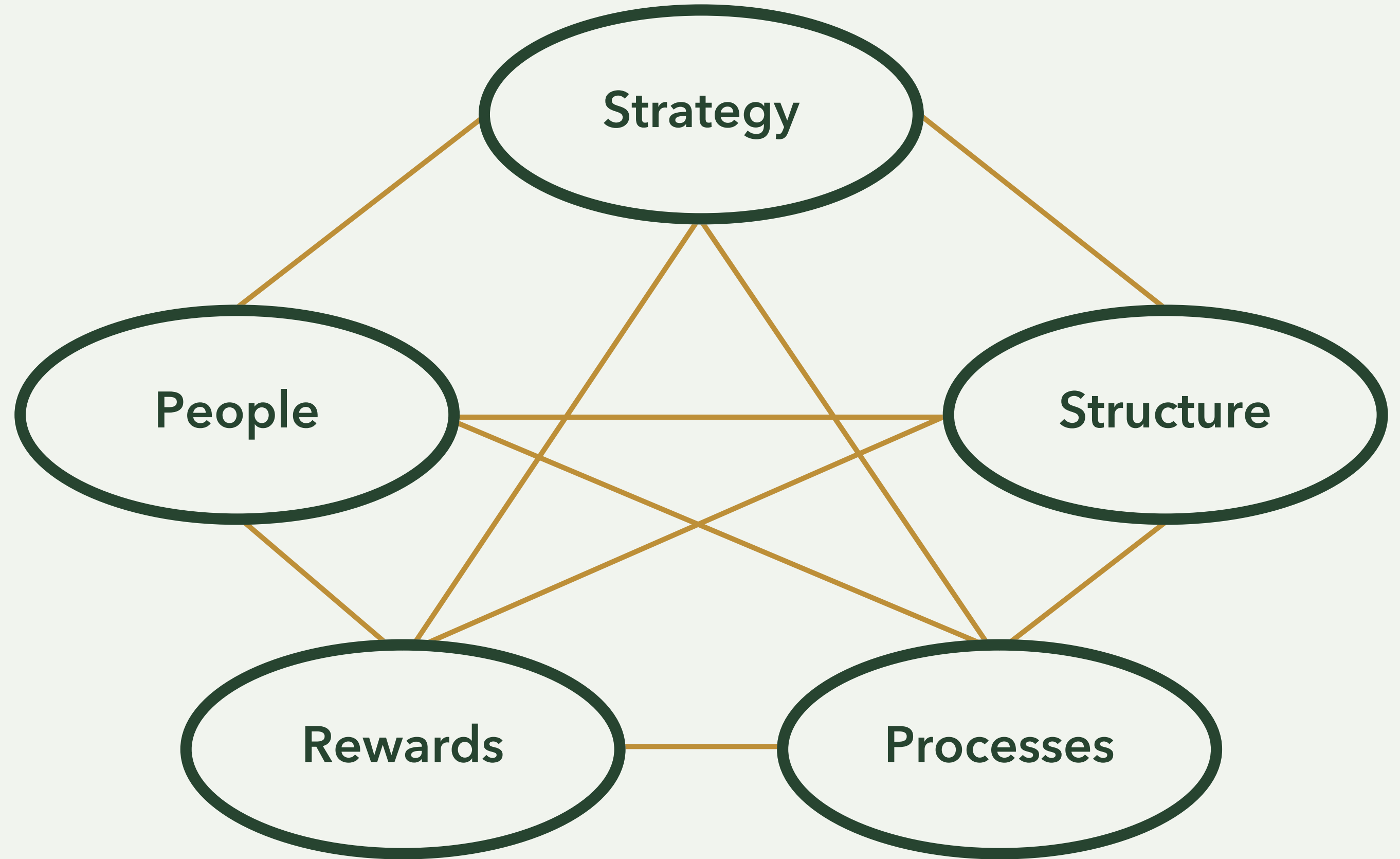


THE DESIGN FRAMEWORK

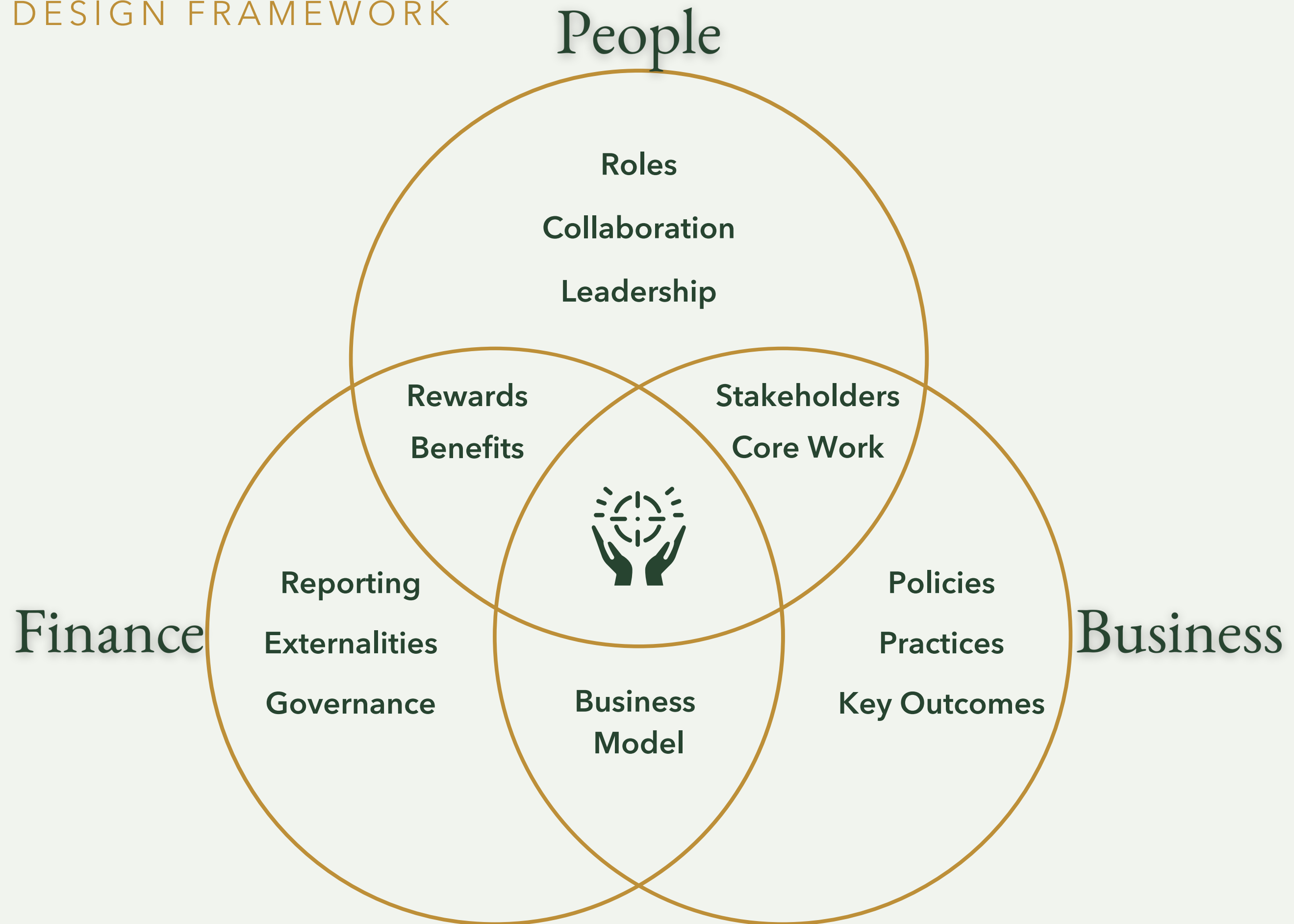


GALBRAITH STAR MODEL

Reporting?
Externalities?
Stakeholders?
Governance?
Business model?



PURPOSE DESIGN FRAMEWORK



ORG DESIGN LEVERS - MENTORING COMPANIES



Nurturer

Facilitates people's efforts to lead happy lives.



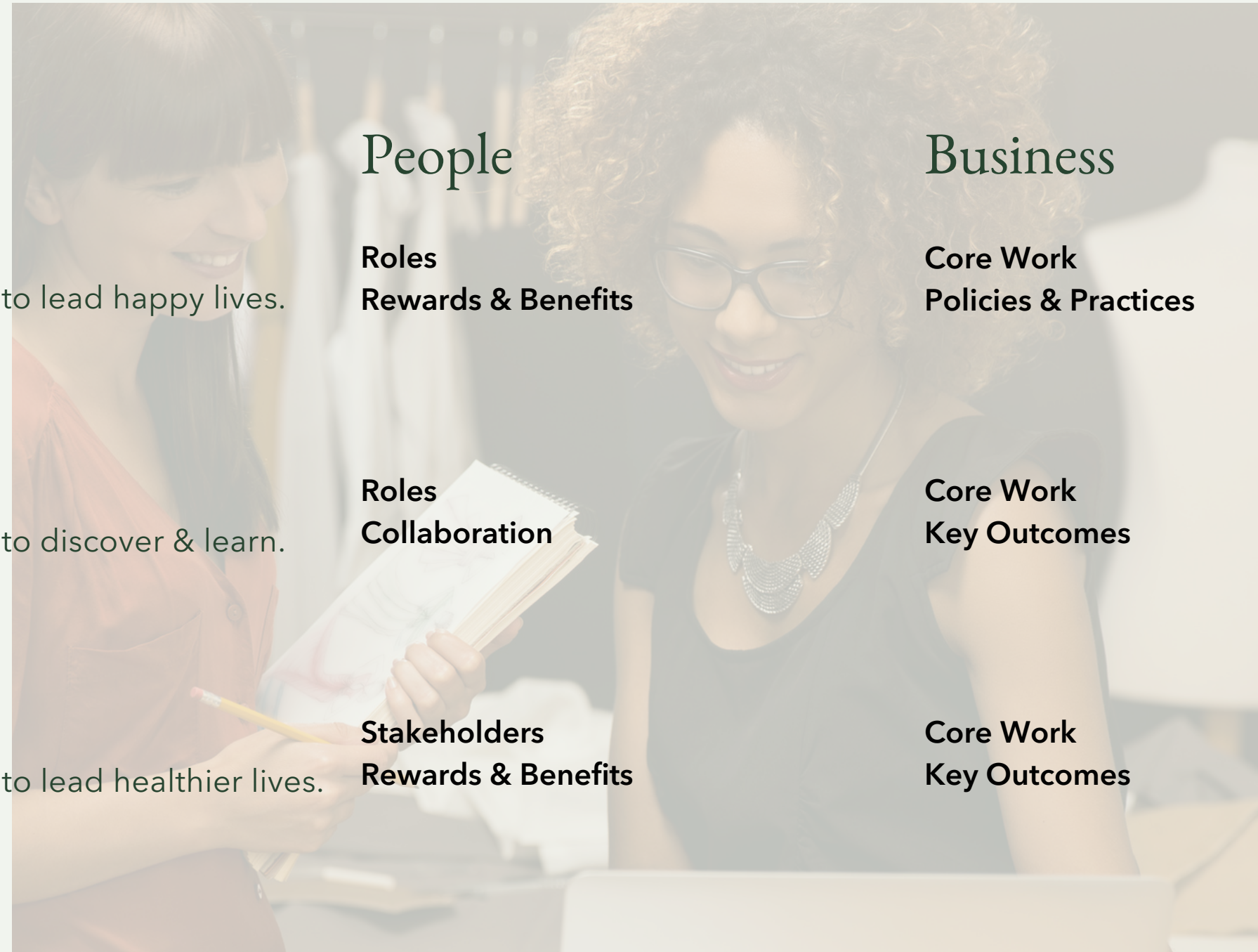
Teacher

Facilitates people's efforts to discover & learn.



Trainer

Facilitates people's efforts to lead healthier lives.



People

Roles
Rewards & Benefits

Roles
Collaboration

Stakeholders
Rewards & Benefits

Business

Core Work
Policies & Practices

Core Work
Key Outcomes

Core Work
Key Outcomes

Finance

Business Model
Governance

Business Model
Reporting & Externalities

Reporting & Externalities
Governance



ORG DESIGN LEVERS - ACTIVATING COMPANIES



Advocator

Provides needed resources that strengthen a given community.



Canvasser

Provides easier access to better data that help communities.



Builder

Provides healthier spaces or infrastructure for communities.



People

Collaboration
Stakeholders

Roles
Stakeholders
Rewards & Benefits

Collaboration
Stakeholders

Business

Core Work
Key Outcomes

Core Work
Key Outcomes

Core Work
Policies & Practices

Finance

Business Model
Reporting & Externalities

Reporting & Externalities

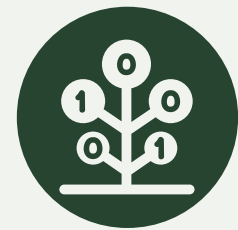
Reporting & Externalities



ORG DESIGN LEVERS - TENDING COMPANIES



Operator
Delivers or enables others to deliver net-positive operations.



Ranger
Delivers data and technology that foster environmental health.



Composer
Delivers environmental improvements to our built world.





How does this model align with the way you think about org design?

How does it add to the way you think about org design?

What does it miss?



Thank You!



kiersten@new-commodity.com



(312) 874-4606



new-commodity.com



**Founder
Kiersten Rippeteau**

