

THE EXTRA POINT

BY JERRY ROBERTS



801 Purpose-Driven Leadership — One Angle

The term "purpose-driven" appears in general media, social media, books, training, and more. It seems to indicate that there's a reason behind the activity. What does that mean when it comes to leadership? What does mean for you and me? I'm Jerry Roberts and we'll dig into that today, on The Extra Point.

Up until the last couple of decades, when someone rose through the ranks and became a leader in an organization, their whole emphasis was on bottom-line results. Today, that is still why people get hired and fired as leaders, but there's more to the job.

Now, it seems that organizations, and the leaders who direct them, should have a purpose other than mere profitability and becoming a force in their specific industry.

Fueled by what experts say are the personal needs of Millennials and Generation Z workers — who say they want to align with an employer who stands for more than making money — companies have had to take a long look at how they operate, where they spend their discretionary resources, and even their public political stances.

Not doing so would seemingly remove them from the list of potential employers for a fair number of workers in those highly-coveted age ranges.

You might think this is just a mainland thing, but it's not. A growing number of young people in Guam are also looking at how their employer does its business, and deciding whether or not to stay with them for the longer term.

In other words, you might get them to sign on once because of the company name, cool products, and a couple of bucks more than others might pay. That gets them in the door. What's going to keep them from walking out?

What is the difference between purpose-driven leadership and traditional leadership? Purpose-driven leaders have a strong sense of what they deeply believe in. They also try to find the right people to support their vision.

While traditional leaders focus less on vision and more on management tasks, such as planning and organizing, the purpose-driven leader has a larger picture in mind.

Purpose-driven leaders add a new layer of value to employees. They seek the creation of an environment that encourages growth and development as well as the achievement of goals. They ensure the highest levels of employee satisfaction, personal involvement and commitment.

"Oh, but wait," you say. "All this purpose stuff is for big stores and big companies, who can spend money on such things. I've always thought there's an opportunity for a smaller business in a village, say a mom and pop store, to draw some attention to themselves and do some good for their community. Why not tie together with the mayor's office and sponsor an activity? You don't have to think "islandwide." Doing good things in your village is cool, too.

Corporate leaders and business owners can ask their team members about the kind of organizations they'd like the company to support, but don't overlook that this is not always about money. Employees, particularly those younger, also look for personal involvement.

While a cash donation is always welcome, many organizations are looking for people to give their time and skills. This is where individuals show their commitment, beyond the leader writing a check.

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How do you get started? Talk to your team and see what they're interested in. It's okay to start small. There are a ton of causes on island that don't get the level of support they need. Ask around and see where your contribution might have bigtime impact.

Purpose-driven leadership and the concept of a purpose-driven organization goes deeper than this to be sure, but this is a good way to start the conversation.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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