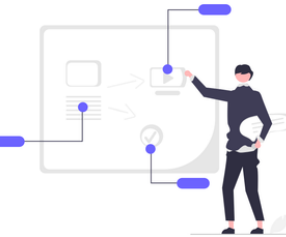



# MTP Transcription

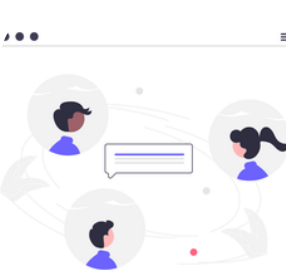


In a world that is volatile, uncertain, complex and ambiguous, how do you inspire and lead an entire organization? When the majority of the company is forced into remote work, how do you maintain unity, focus and drive? And once the opportunity arises, how will you attract and retain the best talent in the world?


The answer is purpose. Having a powerful why.



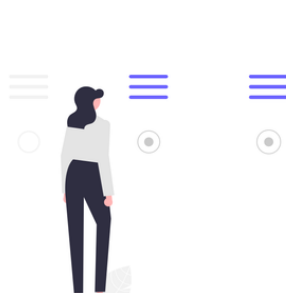
Exponential Organizations work with a special kind of purpose - we call it a 'Massive Transformative Purpose' or an 'MTP'. So, let's dig in - what do these 3 words mean?




MASSIVE is creating something that is audaciously big and aspirational, TRANSFORMATIVE is that which causes significant positive transformation to customers, an industry, a community or the planet, and PURPOSE is a clear why the organization exists. In the simplest sense, MTP is the distilled essence of why an organization exists. So let's look at what an MTP is and what it is not.




A Massive transformative purpose is a descriptive of a better future; It's transformational and global in scope. It's inspiring, succinct, aspirational and just as important, it's original.



Now, the MTP differs from a vision statement, mission statement or a marketing slogan. It's not about the organization, nor the how-to. It's not restrictive to future pivots nor is it a marketing slogan for customers. It doesn't describe the business mechanics nor is it dependent on the business model. And because it is transformative, it certainly isn't about keeping the status quo.



Additionally, an MTP is not technology specific or narrowly focused. It's not limited to what is possible today, not only motivated by profits and is not just a big goal. An Exponential Organization must be driven by a purpose to create transformative impact.



It's the soul of the organization. It's aspirational and focused on creating a different future. This aspirational element is what ignites passion in individuals and groups and helps to form a community. It's what engages people's hearts and minds to work together to realize their goal. It's also a powerful filter and a guide - the NorthStar for everything you do. It drives all of your efforts whilst uniting your workforce. It's the reason why your teams rally behind serving your customers and overcoming operational challenges. It's also a reason why your customers line up in the early hours to be the first to buy your product.

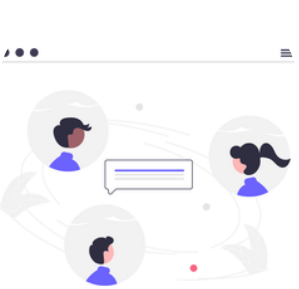


If I ask you which company's Massive Transformative Purpose is to "organize the world's information", what comes to mind? Google, right? That's their why and their filter for everything they do.

Let's choose another one. "Ideas worth spreading". TED, right. You see, we recognize their purpose but more importantly everyone internally is aligned and if in doubt only needs to ask, "is this worth spreading?" before advancing.



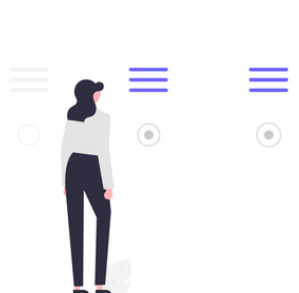
Last one - and a little trickier. "Create a better everyday life for people." You are right, IKEA - the Swedish furniture manufacturer that doesn't just want to build affordable design furniture but also wants to impact everyday life of humans on Earth. How big is that?



We can have personal MTPs too. Mine is "empowering humans to become the leaders their organizations desperately need". So, whenever I start working on a project, or before I take on a new client, I just have to ask myself - will I empower them to become the leaders their organization so desperately need? If the answer is Yes, then I'm good to go. It keeps me focused but more importantly it helps me say no to so many cool things that are proposed to me every week. Like a disciplined child in a toy store.



The MTP of an organization often comes from the founder. For several years, I've been fortunate enough to have worked with the CEO of Landing.Jobs, an online recruitment company. More recently, as we talked about vision, mission and a rebrand, he kept telling me how his competitors didn't really care beyond the job match. They weren't interested nor could they see the financial value in helping candidates along with their career decisions. Every time he said this, you could see the passion in his eyes "If all we did was job matching; I'd have quit a long time ago." It's this principle, or NorthStar, that guides his leadership daily. This is his massive transformative purpose.



As Peter Diamandis says - "Find something you would die for and live for it." That's the power of an MTP.



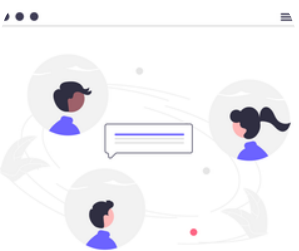
When Paul Polman was the CEO of Unilever, he ordered every one of its 400 brands to define an MTP. Many believe Polman's contribution will be long-lasting, through the immense courage and vision in promoting a concept of the purpose and function of business. This was initially met with considerable resistance, bordering on hostility, from several quarters.



There is now a significant body of research linking purpose with bottomline business results and increased performance. In the original research behind the Exponential Organizations book, MTP attribute was at the centre of all the organizations researched. Additionally, it serves as a key attractor and driver for engagement for both internal employees as well as for the organization's customers and its community. But most importantly of all, the world needs purpose driven organizations, that while being profitable, don't stop there. They need to take a stand for improving the world we live in whilst adding value to its customers and society at large.



A well-formulated MTP is fundamental to the success of every ExO. Of the 11 attributes, the MTP, is the one that you always start with as it aligns all the others. It is a true Northstar for the organization and guides all its decisions and activities.



So Get excited. Get audacious. And Get ready to create your Massive Transformative Purpose, Version 1.

