

Purpose inspires a new generation of leadership

The title of the document is purpose inspires a new generation of leadership
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Podcast starts

Question on the screen is why is purpose a central force for today's business leaders?

Sunil Nayak, CEO, Corporate Services Worldwide, Sodexo speaks

Companies in today's world need to be very clear about what's their mission, what's their ambition, who do they want to be, where do they want to go?

And this needs to be underpinned or underlined with purpose. That's really critical, because this will attract talent – and more so in today's world. They need to be explicit about it. Because, you know, we're in an unstable world. And when you are explicit about the future, which is related to business goals and ambition, but also to purpose, you feel a sense of confidence, and you want to associate with people and individuals which give you that confidence.

Question on the screen is how are employee expectations shaping the need for purpose?

Sunil Nayak, CEO, Corporate Services Worldwide, Sodexo speaks

People like to be connected. And purpose helps people to be connected. I think that's really important. And it makes your activity more meaningful. And that's why purpose is really important for individuals.

But while for companies, purpose is important for companies, because first of all, purpose helps companies attract people. It helps them bring people together. It helps them create stickiness with the people, and really supports the culture of an organization.

But purpose is more important for companies because, if companies want to be sustainable over a period of time – over the years and decades – they need to invest. Into people, into society, into the world that they generate wealth out of. So that's why purpose helps them to do that well. It helps them to build an organization which is sustainable and to make progress also in these areas.

Question on the screen is how can companies measure the impact of their values?

Sunil Nayak, CEO, Corporate Services Worldwide, Sodexo speaks

Like in business goals you have clear financial goals, you have targets. Similarly for a purpose, you need to relate it into clear actions of where you want to focus on – what you want to do. And you should be able to measure it, because people want to see now action.

They want to see action. They want purpose really related into impact. And employees and people want to see that. So that's really the big challenge for companies and leaders to not only talk about purpose, but also to deliver purpose through very clear, measurable actions.

Question on the screen is what is the role of purpose-driven leadership in a changing workplace?

Sunil Nayak, CEO, Corporate Services Worldwide, Sodexo speaks

With Covid coming in, and hybrid working, it is becoming a lot more challenging for CEOs and for leaders to create this community of people. Because a company is a community of shareholders, it is a community of employees, it is a community of different stakeholders. And when you work in a hybrid environment it's a lot more difficult to create that community.

And what creates a community? A community is created by having clear ambition and a vision that people like to be part of. And that's the reason why it's a lot more important to have a stronger and explicit purpose – because purpose is another mission, vision, spaces. It's another big area that helps people create a community.

So it helps people emotionally connect, because we are going to connect less physically, because we're going to be in a hybrid workplace. So that's the reason why to really build that employee experience and to keep them engaged and to build that community it's becoming a lot more important for leaders and companies to be super explicit about their purpose, and to really raise that pillar which is a key element of building community and building an ultimate mission.

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