Naveed Khawaja
 Purpose Powered Performance
Purpose Powered Performance

Transformer | Trainer | Coach | Advisor

3 Recent Revolutions

Production Productivity

Revolution

Late 17th – early 18th Century
- Mechanization
  - 1.0

Late 18th – mid 19th Century
- Mass Production
  - 2.0

Second half of 20th Century
- Automation
  - 3.0

Early 21st Century
- Robotization
  - 4.0

Production

Productivity
Production Revolution

Energy Industry
Media Industry
Mass Production
Banks
Food Industry
Apparel Industry

Price Is Not Representative of Cost

A business that makes nothing but money

IS A POOR BUSINESS
-HENRY FORD
Productivity Revolution

Problems with the current product development orthodoxy
Insanity: Doing the same thing over and over again and expecting different results
Purpose
Revolution

Energy Industry
Media Industry
Mass Production
Banks
Food Industry
Apparel Industry

Atmosphere
Infoshpere
Natural World
Financial Sphere
Obesity
Working Conditions

3 factors lead to better performance & personal satisfaction...
Autonomy
Mastery
Purpose

3. Autonomy
2. Mastery
1. Purpose

Daniel H. Pink
Drive: The Surprising Truth About What Motivates Us

DANIEL H. PINK
author of a WHOLE NEW MIND

Drive: The Surprising Truth About What Motivates Us
Misunderstood Meaning of Business

Fair Trade & Organic! But why?

Sustainable Growth for Making a Difference
3 Tips for Purpose Revolution

Tip #1: Share purpose everyday

Sustainable value
- Lasts,
- beyond production
- and consumption

Meaningful value
- Matters

Authentic value
- Grows,
- benefits boardrooms,
- shareholders,
- people,
- communities,
- society,
- and natural world.

https://flickr.com/photo/38695222@N00/15900226160/
One small idea

How would you run a daily scrum with a purpose?

Try Daily Scrum with a Purpose

Tip #2: Be proud of your purpose
AstraZeneca
Saving patients lives

To create a better everyday life for as many people as possible around the world.

IKEA Foundation
Tip #3: Create purposeful opportunities
Define happiness

Purpose Powered Performance

How will you create “purposeful” initiatives at work?

KEEP CALM AND START A REVOLUTION
Tip #3: Try purpose oriented sprints

Tip #1: Share purpose everyday
Tip #2: Be proud of your purpose
Tip #3: Create purposeful opportunities

Try!
the daily scrum with a purpose
Try!
purpose driven backlog management
Try!
purpose sprints

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