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## Nota di contenuto

Machine generated contents note: Introduction: Why Work Matters Why I Wrote This Book Section One: The Noble Purpose Leader Chapter 1 Profit is Not a Purpose Unfortunately, it's Also Wrong. Purpose Drives Profit, Not the Other Way Around. Chapter 2 Are You Telling a Money Story or a Meaning Story? Money Follows Purpose Chapter 3 How Metrics Drive Mediocrity Measuring Artistic Impression Chapter 4 Go Beyond the Numbers Turning techies into story tellers Escape Me Too Mediocrity Dig Into the Nuances Chapter 5 Make Your Customers Human Bringing Patients to Life Making Basements Meaningful Customer Impact is the Ultimate End Game Lead the Way When You're Not in Charge Chapter 6 Dare To Be Different Igniting passion in resellers Chapter 7 Be Brutal About Air Time The Words of the Leader Matter Chapter 8 Create Your Purpose Framework Beautiful Questions vs. Exhausting Questions Give Your Customers a Seat at the Table Chapter 9 Be For, Rather Than Against "Kill the Competition" is Not a Rallying Cry Chapter 10 Don't Confuse Culture with Collateral They're Avid Students of Leadership They Operationalize Their Values They Give Very Personal Recognition They Over Communicate They're Totally Transparent. Culture Across Ages and Stages The GM Salute Chapter 11 Take "Yes But" Off the Table Resetting the Negative Chapter 12 The Folly of Internal Customers Learning to Love People You Don't Even Like Stop Talking about Internal Customers, Start Talking about Winning Connect the Dots to Actual Human Beings Correlate Non-Performance to Customer Impact Chapter 13 Name Your Noble Sales Purpose A Word about We Chapter 14 How to Keep Purpose From Being Hijacked Tag Lines Come and Go Beyond the Value Proposition Customers and Employees Are Not Your Masters Customer-Centricity Versus Customer-Impact Commercial Versus Philanthropic Culture Follows Purpose, Not the Reverse Training is Not Enough Cynics and Naysayers Chapter 15 Why Your Backstory Matters Say What You Need to Say Chapter 16 Give Yourself Space to say NO Doing the Right Thing Makes You Money. If You Go First. Don't Punish Errors of Enthusiasm The Pre-Decision Chapter 17 Believe in the Dignity of Your Business The Moment I Fell in Love with Capitalism Chapter 18 The DNA of a Noble Purpose Leader Have Absolute Clarity About Your NSP Part Two: Implementation Guide for Noble Purpose Leaders Chapter 19 Phase 1: Claim your Noble Purpose A. Answer the three big discovery questions B. Get Clarity on Your Customers C. Declare your NSP Chapter 20 Phase 2: Prove Your Noble Purpose A. Create the Narrative B. Personalize It C. Accelerate It Chapter 21 Phase 3: Launch Your Noble Purpose A. Put Your Purpose in Front of Your Team B. Internalize Your Purpose by Department C. Create The Sharing System D. Deal with Cynics and Setbacks Chapter 22 Phase 4: Operationalize Your Noble Purpose A. Find Your Noble Knights B. Bring Customers to Life Throughout the Company C. Choose your KPI's D. Declare Your Purpose Externally E. Make the Tough Calls F. Make A Fuss, Routinely Chapter 23 Phase 5: Imbed Your Noble Purpose A. Hire and Recruit with Purpose B. Bring Your Board on Board C. Spotlight in Your Annual Report Notes .

## Sommario/riassunto

"Profit doesn't drive purpose. Purpose drives profit. We made some incorrect assumptions about work and those assumptions are killing us. We allowed a narrative that is solely about earnings to replace what we know to be true about human motivation. Human beings are hardwired to seek purpose, but according to data, most people don't feel a sense of purpose in their work. Work has become a grind, an endless series of tasks that lack meaning. Building upon her bestseller Selling with Noble Purpose, leadership expert Lisa Earle McLeod tackles the employee engagement crisis by showing leaders how to put workplace meaning front and center. McLeod, whose clients include

organizations like Google, Hootsuite, and Roche, asserts that many organizations are unconsciously squandering their greatest asset--their people's passion. By putting profit before purpose, organizations eroded the very thing that makes a business great. The narrative of profit, earnings, and bonuses was supposed to improve employee performance, but it had the opposite effect. It stripped the joy and meaning from work in ways that have a chilling effect on morale, performance, and ultimately profit. In this new book, McLeod shows leaders how to: Win the hearts and minds of employees, clients, and stakeholders through a Noble Sales Purpose Reframe your approach to metrics so that they accelerate performance Create a tribe of True Believers who drive revenue and do honorable work People want to make money and make a difference. Leading with Noble Purpose shows leaders how to do both"--

"Leading with Noble Purpose is Lisa Earle McLeod's step-by-step guide for capturing the hearts and minds of your employees and, in turn, your customers. You'll learn how to name and claim your Noble Sales Purpose (NSP) and leverage it throughout your organization to create competitive differentiation, and increase employee engagement. You'll discover why leaders who overemphasize with financial metrics have a chilling effect on employee morale, product innovation, and customer engagement. You'll learn how to craft a compelling leadership narrative based on the three truths of human engagement. Leading with Noble Purpose is a call for 21st century leaders to look up from their spreadsheets and become the kind of leaders that people want to follow"--

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