

## WHAT IS THE PE SCORE?

The PE Score evaluates the effectiveness of your company's Purpose statement.

It's an open-source tool that helps an organisation to apply a more rigorous and analytic approach to one of the most important challenges faced by every contemporary business:

### Defining your Purpose.

It is calculated using a set of questions based on the three key criteria of an effective Purpose.

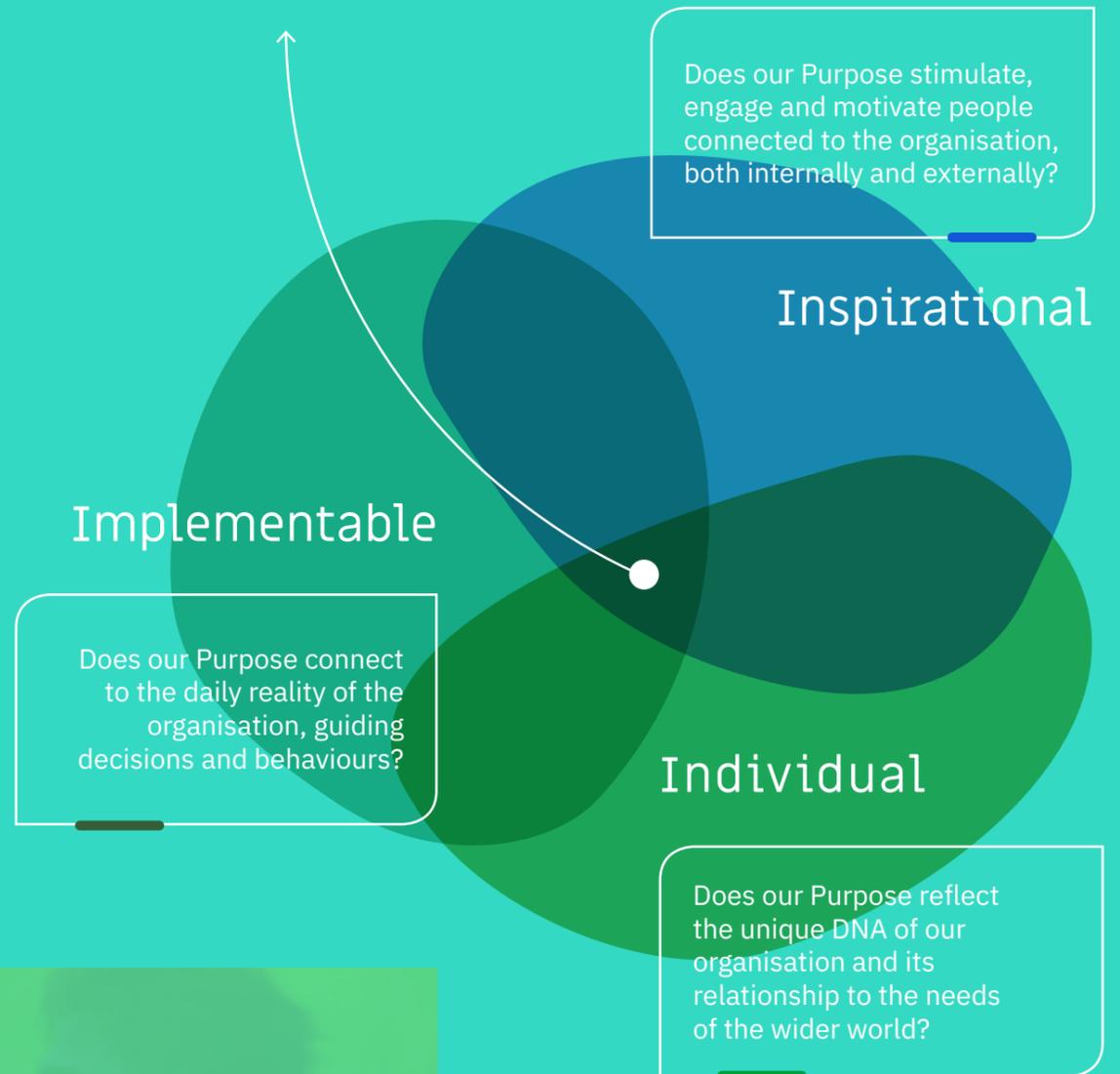
A winning Purpose is:

- \_ Inspirational
- \_ Individual
- \_ Implementable

Source: Olafur Eliasson,  
Reality Machines.



## ARE WE LIVING AND LEAVING A LEGACY?



# UNDERSTANDING THE PURPOSE STATEMENT

## What is it?

- \_ Short, **single sentence**
- \_ Goes **beyond profit**
- \_ **Defines and drives** all the organisation's **activities**
- \_ **Key component** of a company's **positioning** (with Mission, Vision, Values)

## What is the process to create it?

- \_ **Secure agreement amongst leadership** and key stakeholders on the need to create a Purpose and its benefits
- \_ **Design a co-creation process** that involves leadership and key stakeholders
- \_ **Research the organisation's internal context**, including the unique elements of its culture, strategy and business activities
- \_ **Explore the organisation's external context**, including the specifics of the industry, customers and partners, and the company's relationship to wider social and environmental challenges
- \_ **Create your Purpose statement**
- \_ **Use the PE Score survey to test your Purpose statement(s)** before final selection and **track its effectiveness** over time

## PURPOSE EXAMPLES



"Create a world in which people can belong anywhere."



"Accelerate change where it's most needed."



"Helping home-based patients become healthy and autonomous."



"Redefine the standard of financial services in Brazil and in the world."



"Organize the world's information and make it universally accessible and useful."



"Democratize the skies."

## HOW TO USE THE PE SCORE

### For companies in the process of creating a purpose:

Use the PE Score to test and evaluate the effectiveness of your newly created statement(s), before final selection and activation.

### For companies that have a purpose:

Use the PE Score to track the level of effectiveness of your purpose over time, either as a stand-alone survey or as a component within a wider organisational climate assessment.

### For all companies:

Use the PE Score self-evaluation questions as the basis for a survey to be completed by leadership and a selection of employees.

## HOW TO ANALYSE THE RESULTS

There are 3 levels of analysis:

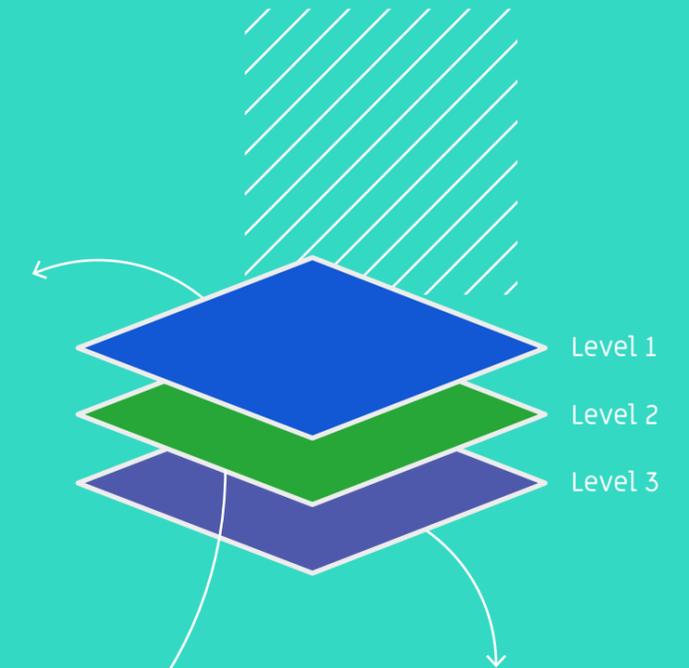
### Level 1 :: PE Total Score

Provides insight on the overall level of effectiveness of your purpose.

A basic guide is calculated using the PE Total Score average (sum of PE Total Scores/number of survey responses).

A higher PE Total Score represents a higher level of purpose effectiveness.

PE Total Score (Average) ::  
Level of Purpose Effectiveness



### Level 2 :: Criteria Scores

Provides insight on the general area of weakness in relation to your purpose.

Involves calculating the total scores for each Criteria (Inspirational, Individual, Implementable).

The Criteria with the lowest total score has the lowest effectiveness.

This area is the weakest link of your purpose and should be a focus for improvements.

### Level 3 :: Individual Question Scores

Provides detailed insight on specific problems in relation to your purpose.

Involves calculating the total score for each Question (1-12).

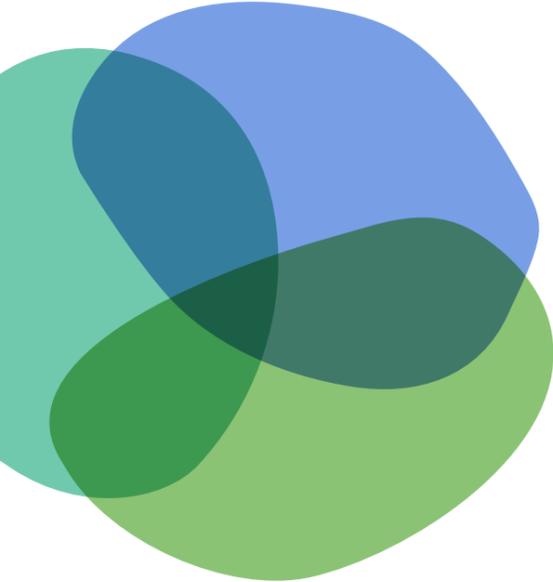
The Questions with the lowest total scores have the lowest effectiveness.

These are the specific problems that are reducing the effectiveness of your purpose and need to be addressed directly through improvements.

# SELF-EVALUATION SURVEY

Read each statement below and answer:

Agree :: 3  
Agree Partially :: 2  
Don't Agree :: 1



Inspirational  

1

Our purpose describes activities that go beyond profit.

2

Our purpose is a single sentence that is easy to understand and memorable.

3

Our purpose has the power to motivate collaborators in the organisation.

4

Our purpose connects emotionally and starts a conversation.

A :: Total (1+2+3+4)

Individual  

5

Our purpose captures and reflects our organisation's cultural DNA.

6

Our purpose responds to a specific social challenge or a genuine human need.

7

Our purpose helps us to achieve our business goals and is aligned with the other elements of our company positioning (Mission, Vision, Values).

8

Our purpose is unique, defensible and difficult for other companies to copy.

B :: Total (5+6+7+8)

Implementable  

9

Our company's leaders and employees are committed to and aligned with the purpose.

10

Our purpose is connected to our internal activities (ex: strategy, new products, leadership development, etc).

11

Our purpose is connected to our external activities (ex: marketing, customer experience, partnerships, etc).

12

Our purpose has clearly defined KPIs and is measured effectively.

C :: Total (9+10+11+12)

PE Total (A+B+C)

PE SCORE

# THANK YOU



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### **Please Remember**

- \_ The PE Score evaluates the effectiveness of your purpose statement
- \_ It does not evaluate the results or outputs achieved by a company through the activation of its purpose activities
- \_ The specific KPIs to evaluate the results of a company's purpose-driven activities are necessarily unique for each organisation and need to be measured separately

### **More Information**

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