

PURPOSE & DIRECTION

Organisational Purpose Consultancy

Purpose is the most powerful organising force in any organisation. We help you discover it, define it, and embed it into how everything works.



CONTEXT

You want purpose to run through everything your organisation does. We help you make that real - not just words on a wall.

Most organisations have a purpose statement. Fewer have a purpose that genuinely shapes what happens day to day. The statement exists, but the connection between it and how decisions get made, how priorities are set, and how people experience their work is often weak or invisible.

This is not because the purpose is wrong. It is usually because purpose was treated as a communications exercise rather than an organisational one. The words were crafted carefully, launched with energy, and then gradually drifted to the margins of daily life.

We help organisations where...

You want purpose to be a genuine compass for the organisation - something that shapes decisions and direction, not just words on a wall.

You want purpose to guide how priorities get set and decisions get made

We help you embed it into the rhythms of daily work - so it becomes the reference point

You want people to feel a real connection between what they do and why it matters

We help you bridge the gap between the statement and the lived experience

You want purpose to hold the organisation together when things get difficult

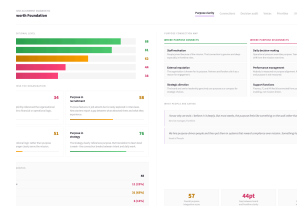
We help you build the kind of shared direction that creates resilience

You want purpose that deepens over time, not one that fades after launch

We help you create the practices that keep it alive and growing

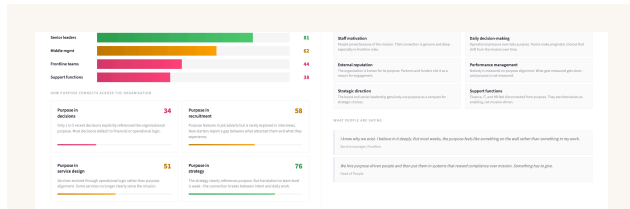
Why purpose needs to be woven into everything

In any organisational ecosystem, purpose is the foundational force. It is what gives direction to strategy, meaning to culture, coherence to operations, and connection to daily work. When purpose is clear and genuinely embedded, everything else has something to orient around. When it is vague or disconnected, the whole system drifts.



Four connected areas of work

Every organisation's relationship with purpose is different. Some are searching for it. Some have it but it has drifted. Some know it deeply but struggle to make it felt in daily working life. Our organisational purpose consultancy typically moves through four connected areas - discovering what purpose truly resonates, defining it clearly, embedding it into how the organisation works, and building the capability to keep it alive.

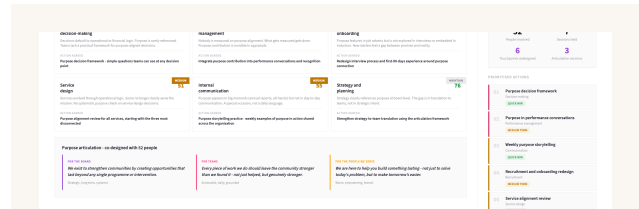


01

Understand

Purpose can only be created in a boardroom up to a point. It needs to be discovered - drawn from what the organisation actually does, what its people genuinely care about, and the impact it has on the world around it. The best purposes are already there, waiting to be articulated. They are found in the stories people tell about why their work matters.

A genuine understanding of what purpose resonates most deeply - grounded in real stories and real impact, not crafted by a communications team.

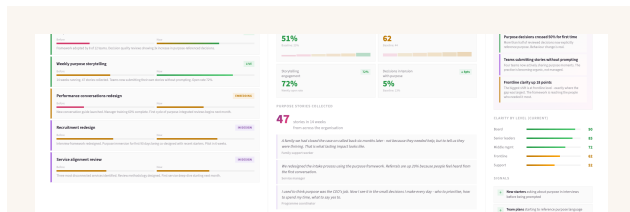


02

Co-design

A purpose statement is only useful if it helps people make decisions, set priorities, and understand how their work contributes to something bigger. Too many purpose statements are beautiful but inert - they inspire for a moment and then fade because they are too abstract to connect to daily reality.

A clearly defined purpose that people across the organisation recognise, believe in, and can connect to their daily work.

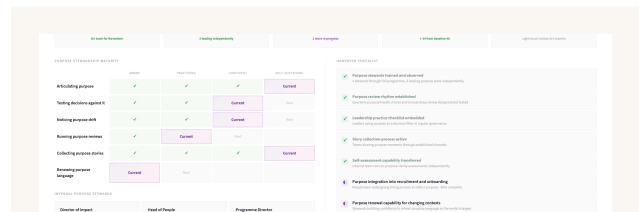


03

Implement

This is where most purpose work falls short. The purpose is defined, the launch is done, and then everyone goes back to how things were. Purpose stays on the wall but fades from the work. The missing step is embedding purpose into the organisational patterns that shape daily life - how decisions get made, how priorities are set, how performance is recognised, and how people connect their work to impact.

Purpose embedded into the real patterns of organisational life - felt in daily work, not just stated in documents.



04

Build capability

Purpose is not a fixed point. As the organisation grows and the world changes, purpose needs to deepen, adapt, and find new expression. The goal is to build the internal capability to keep purpose at the heart of how the organisation works - not as a project that finishes, but as a practice that continues.

An organisation where purpose is a living, evolving force - tended by the people inside it, not dependent on external support to keep it alive.

<p>3x</p> <p>faster growth in purpose-driven organisations</p> <p>King's College London</p>	<p>4x</p> <p>higher employee engagement when purpose is embedded</p> <p>McKinsey</p>	<p>83%</p> <p>of millennials want to work for purpose-driven organisations</p> <p>Deloitte</p>	<p>52%</p> <p>of consumers choose brands based on purpose</p> <p>Edelman</p>
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What becomes possible

Organisations we have partnered with through our organisational purpose consultancy describe a shift in coherence. Decisions that used to feel contested become clearer. Priorities that used to compete start to align. People who used to wonder why they are here start to feel it.

Decisions that make sense Because there is a shared reference point for what the organisation is trying to do

People who stay and care Because the purpose resonates with them personally and they can see it in their work

Strategy that holds together Because purpose provides the foundation that strategy builds on

Resilience in difficulty Because a shared sense of why holds people together when things get hard

An organisation that attracts Because genuine purpose is visible from the outside and draws the right people in

Purpose is not a project. It is the foundation that everything else builds on. When it is genuinely embedded, it makes the whole organisation more coherent, more resilient, and more worth being part of.

Ready to explore what this could look like for your organisation?



hello@mutomorro.com
mutomorro.com

London
86-90 Paul Street
London EC2A 4NE

Glasgow
15 Candleriggs Square
Glasgow G1 1TQ

