

# Leading with Purpose

**Ben Renshaw**

Leadership expert, coach, author



**DAYS**  
Empowering people

# My journey



# My work

**Heathrow**  
*Making every journey better*





**Why purpose why now?**

# Today's world of work

MORE  
+  
FASTER  
+  
COMPLEXITY  
+  
COMPETITION  
+  
DIGITAL  
+  
GLOBAL



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In the future  
work won't be  
the central,  
almost religious  
activity it is  
today. That's an  
inevitability.  
Then we will  
have all sorts of  
philosophical  
questions about  
**purpose.**

Bill Gates

# Performance with Purpose

DELIVERING SUSTAINABLE  
LONG-TERM GROWTH  
WHILE LEAVING A POSITIVE  
IMPRINT ON SOCIETY AND  
THE PLANET

INDRA NOOYI CHAIRWOMAN OF  
PEPSICO





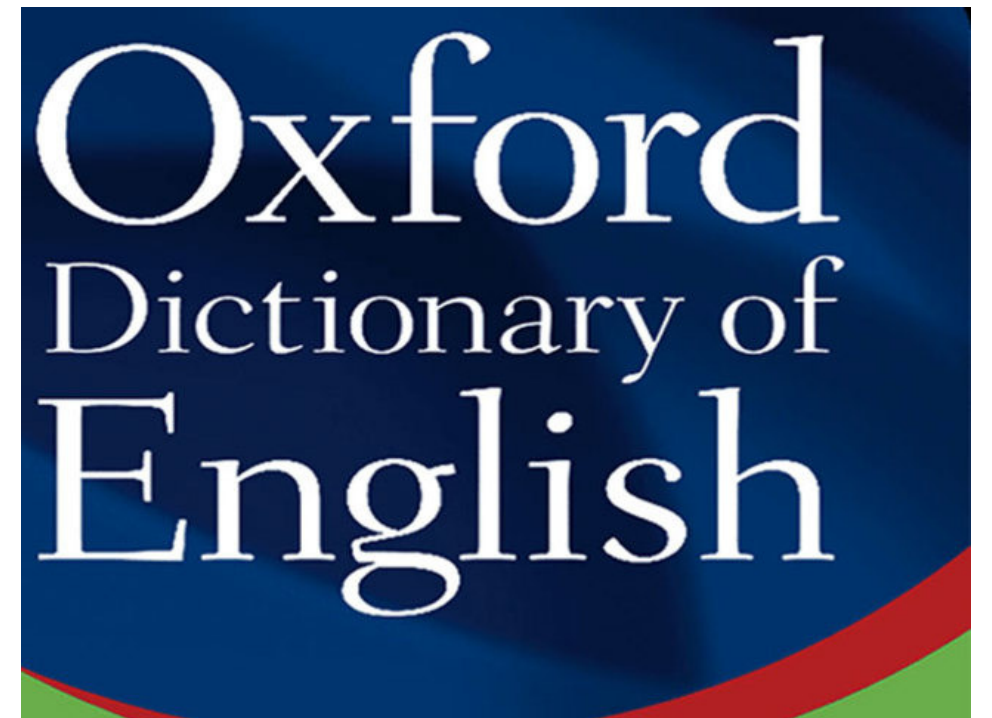


**What is  
purpose?**

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**The  
reason  
something  
exists**

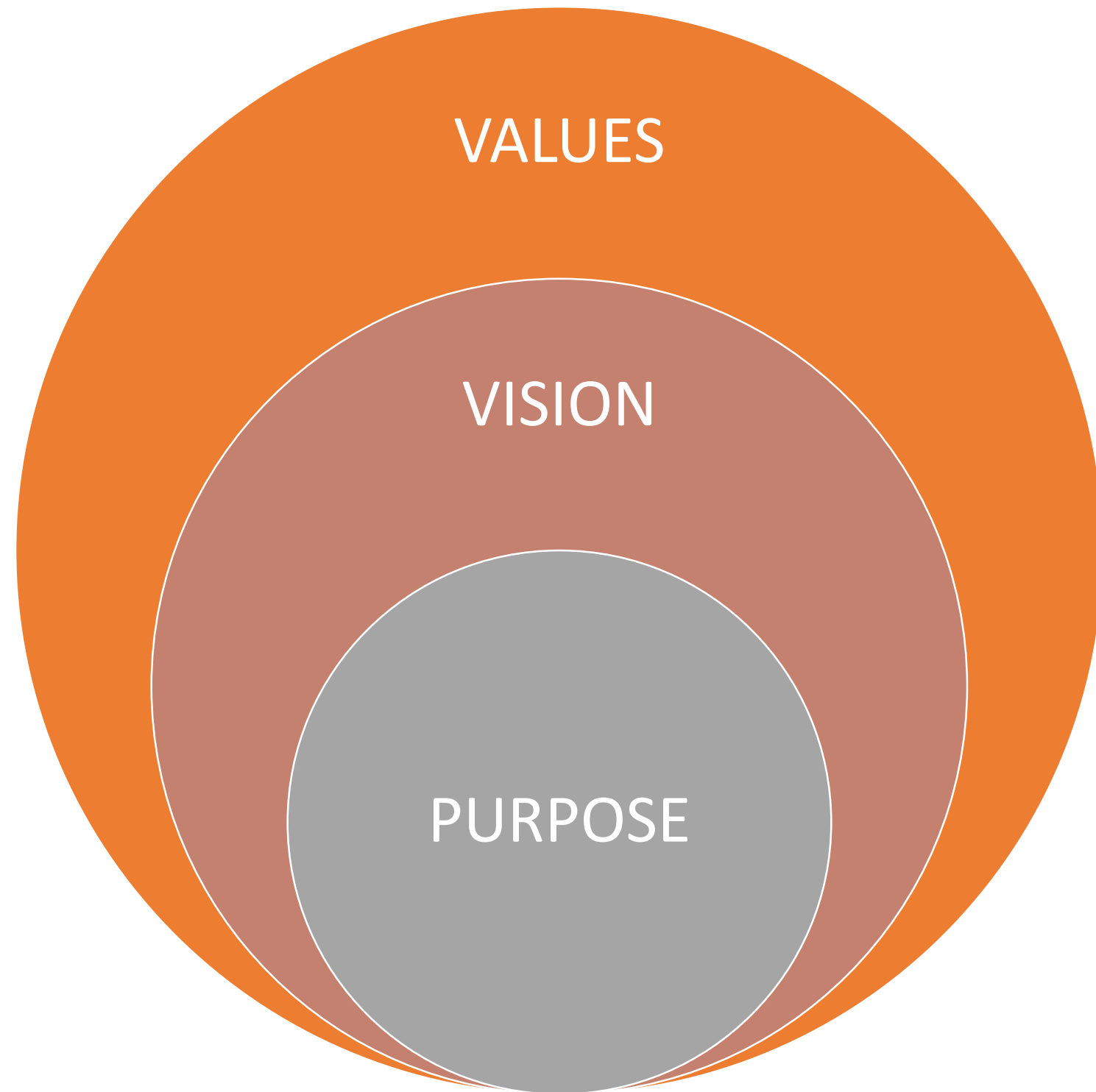




**A reason for being**

# A North Star





**Distinctions**

**Who is the  
most  
purpose-led  
person you  
know and  
why?**



# BE A CREATOR OF OPPORTUNITY



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# ACHIEVE THE UNIMAGINABLE



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# MAXIMISE POTENTIAL



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**BE THE BEST I CAN BE**



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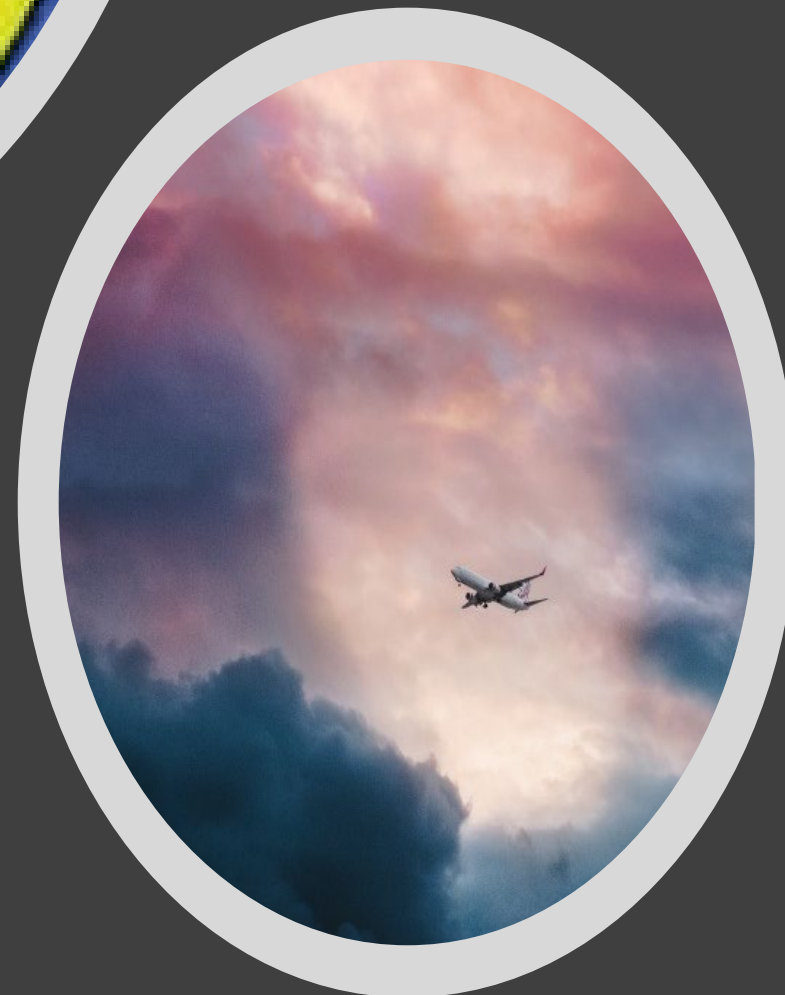


**How to  
discover  
purpose**

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## #1: identify peak moments



"If you're on a search for meaning,  
this is the book for you."  
Daniel H. Pink, author of *DRIVE* and *WHEN*

# PURPOSE



The extraordinary benefits of  
focusing on what matters most

**Ben Renshaw**

## #2: make meaning

PASSION

LEARNING

CREATIVITY



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**#3: define your  
why**  
WHAT IS MY REASON FOR  
EXISTENCE?





**TO  
ENABLE  
TRUTH**



# Discover your purpose

Identify peak  
moments

Make  
meaning

Define your  
why



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AUTOPILOT



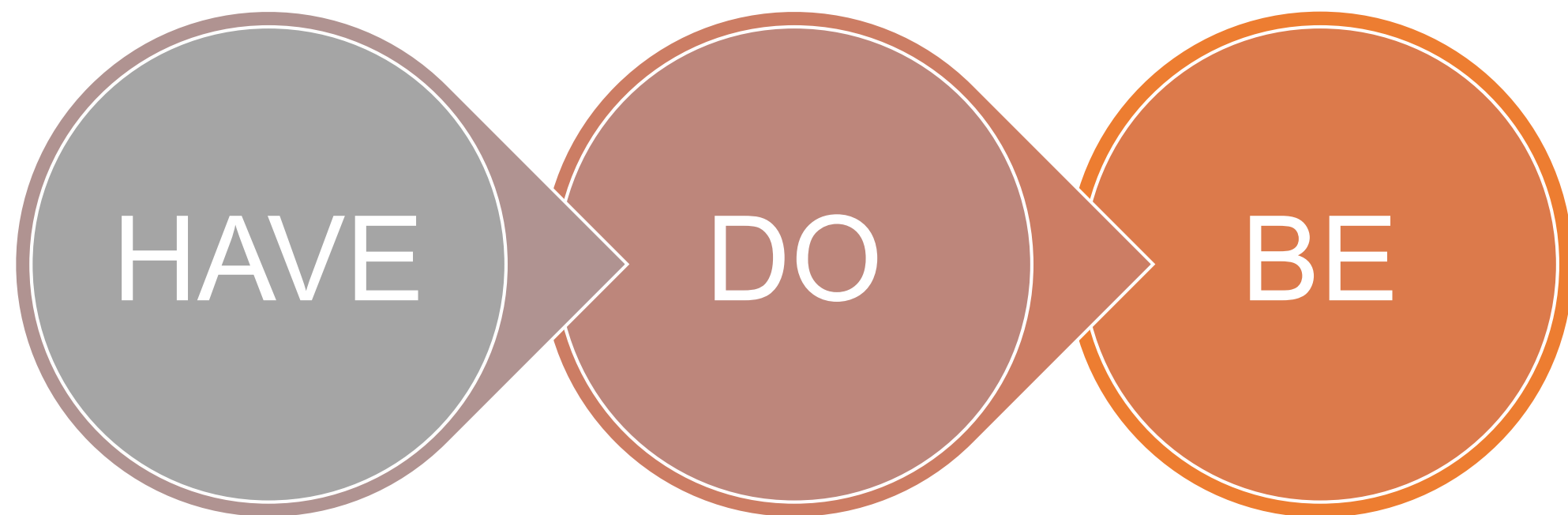
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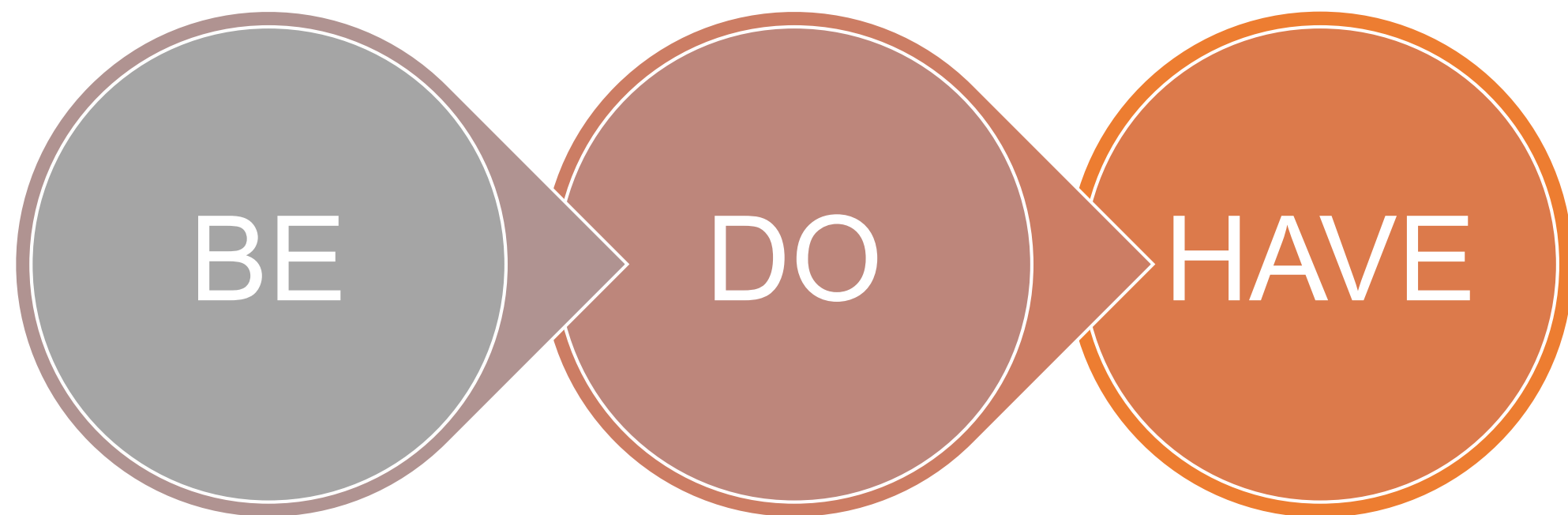


INTENT



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**How do you want  
to be?**



A full-page background image of a surfer riding a massive, curling turquoise wave. The surfer is positioned in the lower-left quadrant, wearing a dark wetsuit and riding a white surfboard. The wave's crest is breaking into white foam at the top. The water has a vibrant, clear turquoise hue. A large, semi-transparent light blue circle is overlaid on the right side of the image, containing the text.

**The future  
belongs to  
those who  
dare to lead  
with purpose**