



**Purpose Mapping  
to cultivate  
Innovative Disruption**

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Wise **SHARE A**  
~~**BEST**~~  
**PRACTICE**



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**SUCCESS**  
 CHOICE OF MENTAL STATE IS THE ONLY DETERMINANT.

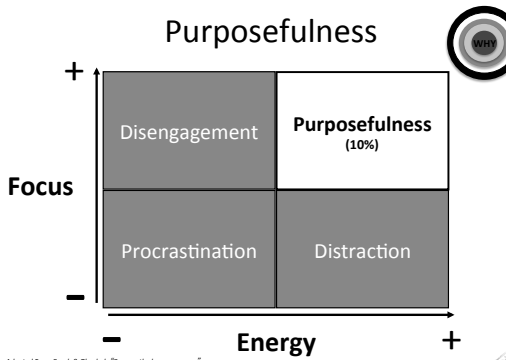


**PURPOSEFULNESS**




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**Purposefulness**



Adapted From Bruch & Ghoshal, "Beware the busy manager"  
Harvard Business Review, February 2002




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**So What?**


**Purposeful people, teams and organizations:**

- Are + engaged.
- Are + innovative
- Manage their emotions, energy and resources effectively.
- Communicate well.
- Are + satisfied.
- **Achieve better results, especially in the long term.**

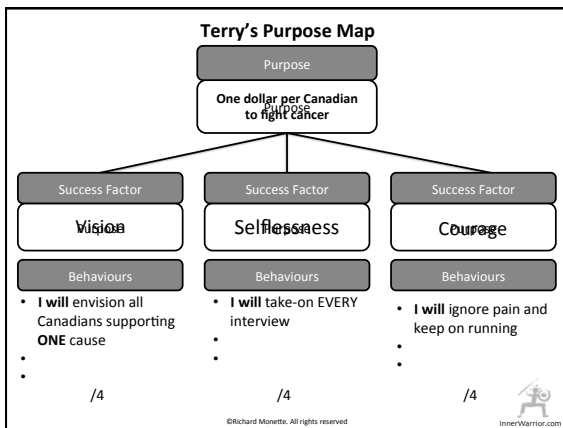
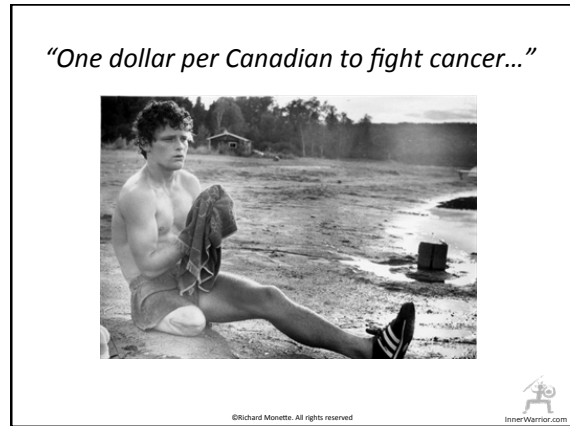
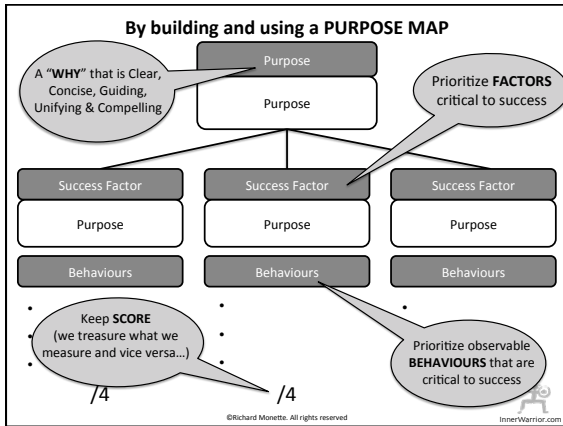


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**HOW DO YOU MAKE  
PURPOSEFULNESS  
A HABIT?**



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**Disruptive Innovation:**

Innovations that create new markets by discovering new categories of customers

Clayton Christensen  
The Innovator's Dilemma  
1997, Harvard Business Review Press

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**The Innovator's Dilemma:**

**Sustaining Innovation:**  
Holding on to existing market by doing the same thing a bit better...

**OR**

**Disruptive Innovation:**  
Capturing new markets by embracing new technologies of new business models

Clayton Christensen  
The Innovator's Dilemma  
1997, Harvard Business Review Press

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**Disclaimer and Warning:**

- ① You will leave with the **KNOWLEDGE** to build a Purpose Map...  
Not necessarily a complete Purpose Map.
- ② It will help you **LIVE** disruptive Innovation
- ③ We will work **REALLY FAST**...  
just breathe.

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# WHY are we here?

"Delegates will explore if, and how, our sport community can *shift our performance* to grow and retain our leadership position in providing impactful sport programs to all Canadians"

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Success factors inspired by:

Jim Harris  
Innovative Disruption  
"Ideacity", July 29<sup>th</sup> 2016

find it on 

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Are you thinking BIG ENOUGH?



Jim Harris  
Innovative Disruption - turning industries upside down  
Ideacity, July 29<sup>th</sup> 2016  
YouTube  
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If someone is "THINKING BIG ENOUGH" in sport, what would it look like?

How would that person behave?

- ① 1 group per table
- ② 2 minutes to Brainstorm: As many observable behaviours of "THINKING BIG ENOUGH"
- ③ When I say "STOP", 1 minutes to choose the BEST of these behaviours
- ④ Write the one you chose on the big piece of paper by using "I will..."
- ⑤ Stick that piece of paper on the wall (if they allow us)

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Are you focusing on New Business MODELS?  
(rather than improving the product)

facebook

UBER

airbnb

Jim Harris  
Innovative Disruption - turning industries upside down  
Ideacity, July 29<sup>th</sup> 2016  
YouTube  
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If someone is working within an "INNOVATIVE AND DIFFERENT BUSINESS MODEL" in sport, what would that look like?

How would that person behave? What would he/she do differently?

- ① 1 group per table
- ② 2 minutes to Brainstorm: As many observable behaviours of "SOMEONE WORKING WITHIN AN INNOVATIVE BUSINESS MODEL"
- ③ When I say "STOP", 1 minutes to choose the BEST of these behaviours
- ④ Write the one you chose on the big piece of paper by using "I will..."
- ⑤ Stick that piece of paper on the wall (if they allow us)

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# Purpose Mapping to Cultivate Innovative Disruption

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17-09-25

Are you thinking "COOPETITIVELY"?



Jim Harris  
Innovative Disruption - turning industries upside down  
Ideachy, July 29th 2016  
You Tube

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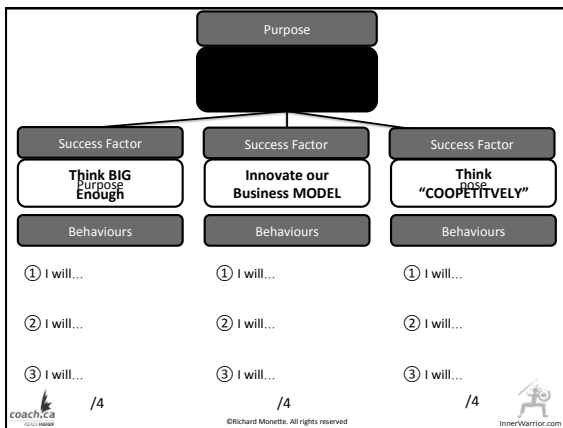


If organizations were "THINKING COOPETITIVELY"  
in sport, what would that look like?

How would these organizations behave?

- ① 1 group per table
- ② 2 minutes to Brainstorm: As many observable behaviours of "THINKING COOPETITIVELY"
- ③ When I say "STOP", 1 minutes to choose the BEST of these behaviours
- ④ Write the one you chose on the big piece of paper by using "I will..."
- ⑤ Stick that piece of paper on the wall (if they allow us)


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### PURPOSE MAPPING KEY CONCEPTS

- Look at your purpose map everyday
- Score yourself as often as you can... but don't feel guilty.
- Remember that all the elements are "DESCRIPTIVE"... not judgmental
- Make the "intangible" elements of positive change more tangible
- Use it to steer your decisions

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A successful re-entry

Reflect on what your learned


Understand that people will not have your "enlightened" perspective

Explain "disruptive Innovation"

Explain WHY these concepts and ideas matter to you and your organization

Share and explain your PURPOSE map

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