Building a connected global industry
Craig Mitchell
Chief Executive Peninsula Hot Springs
A shared ambition

Peninsula Hot Springs

Vision

To be recognised and loved globally as a wellness destination that creates and delivers immersive wellbeing experiences that respect and celebrate nature and all cultures

Purpose

To co-create experiences where people relax in nature with each other and connect with the deep well of their being

Values

Inclusive
Uncompromising integrity
Creative and innovative
Loving and respectful
Building a connected global industry

Peninsula Hot Springs is evolving Australia’s bathing culture, moving beyond the beach and into our world class geothermal pools

Whilst the industry is in it’s infancy in our country, the potential is significant, especially if we work towards a **unified purpose**
How a clear purpose can help us build a connected global industry

**Power of purpose**
Opportunity to harness the energies of everyone, to engage, grow and innovate the industry

Purpose can help to motivate our people and transform our industry, based on research conducted by the EY Beacon Institute’s *The State of the Debate on Purpose*

**Bringing purpose to life**
Pillars to motivate people and transform an industry

1. strategic clarity
2. innovation
3. transformation
4. human nature
5. building bridges
1. Strategic Clarity

“Having a strong purpose can hone your strategic response” says Keller

Purpose can serve as the lens through which to view the big strategic picture

It can work to set boundaries for what an organisation will and will not do as part of its growth strategy

Shifting mindsets

From FOCUS ON SHORT TERM FINANCIAL GOALS To FOCUS ON SUSTAINABLE VALUE

*EY Beacon Institute’s The State of Debate on Purpose*
"Purpose can be the common denominator that allows organisations and industries to collaborate with each other and their customers to new solutions whist achieving common goals" Nancy A. Altobello Global Vice Chair Talent at EY

Purpose can inspire original ideas and creativity

It can guide and empower employees to be problem solvers and value providers

Purpose can give you the impetus to innovate, disrupt and also respond to others disruption

A shared purpose needs to be underpinned by an organisation’s values, engaging their people to be inspired to work together, promoting the values
3. Transformation

Purpose can provide the antidote to using fear when it comes to managing organisational transformation

“Most change initiatives seek to create a sense of crisis or urgency” says Keller
“But there is a need to balance the burning platform with a burning ambition

When focused on the horizon, leaders can consider their internal systems holistically, ensuring their team is engaged on the vision, helping to break through fears and inertia

A clear sense of purpose can be harnessed to guide a company through change as external pressure demand new ways of value creation
Purpose can be used to tap into our basic human need to be part of something greater than ourselves

“Behavioral science research suggests that it really doesn’t take much for each of us to reconnect to our sense of purpose — and reap the benefits of doing so,” says Keller. “Even a brief moment of reflection on a “personal why” can help us rise to a challenge.”

Purpose is the connector, harness it to connect diverse global teams in new ways, helping them focus on and reach a common goal.

*EY Beacon Institute’s The State of Debate on Purpose*
“By showing where people and organizations share common ground, purpose also helps build bridges, across business functions within organizations and between different organizations,” says Keller.

Companies can assess their potential for collaboration with a particular group or company by looking for some common ground in their purposes.

Purpose is “a guiding force that tells everybody how to interact with you and what’s important to you, so that you’re driving your company forward much more strategically.” EY executive
Purposeful organisations

Businesses today are finding that doing good also means doing well

Companies with an established sense of purpose – one that's measured in terms of social impact, such as community growth, and not a certain bottom-line figure – outperformed the S&P 500 by 10 times between 1996 and 2011.  

Mark Weinberger, Global Chairman and CEO, EY
United by language

Building a Better Working

To inspire, enrich and strengthen our community through our determination to succeed in, and through, the AFL.

Co-create experiences where people relax in nature with each other and connect with the deep well of their being.
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Uniting with a shared purpose

United feelings, values, cultures, shared experiences, common language