

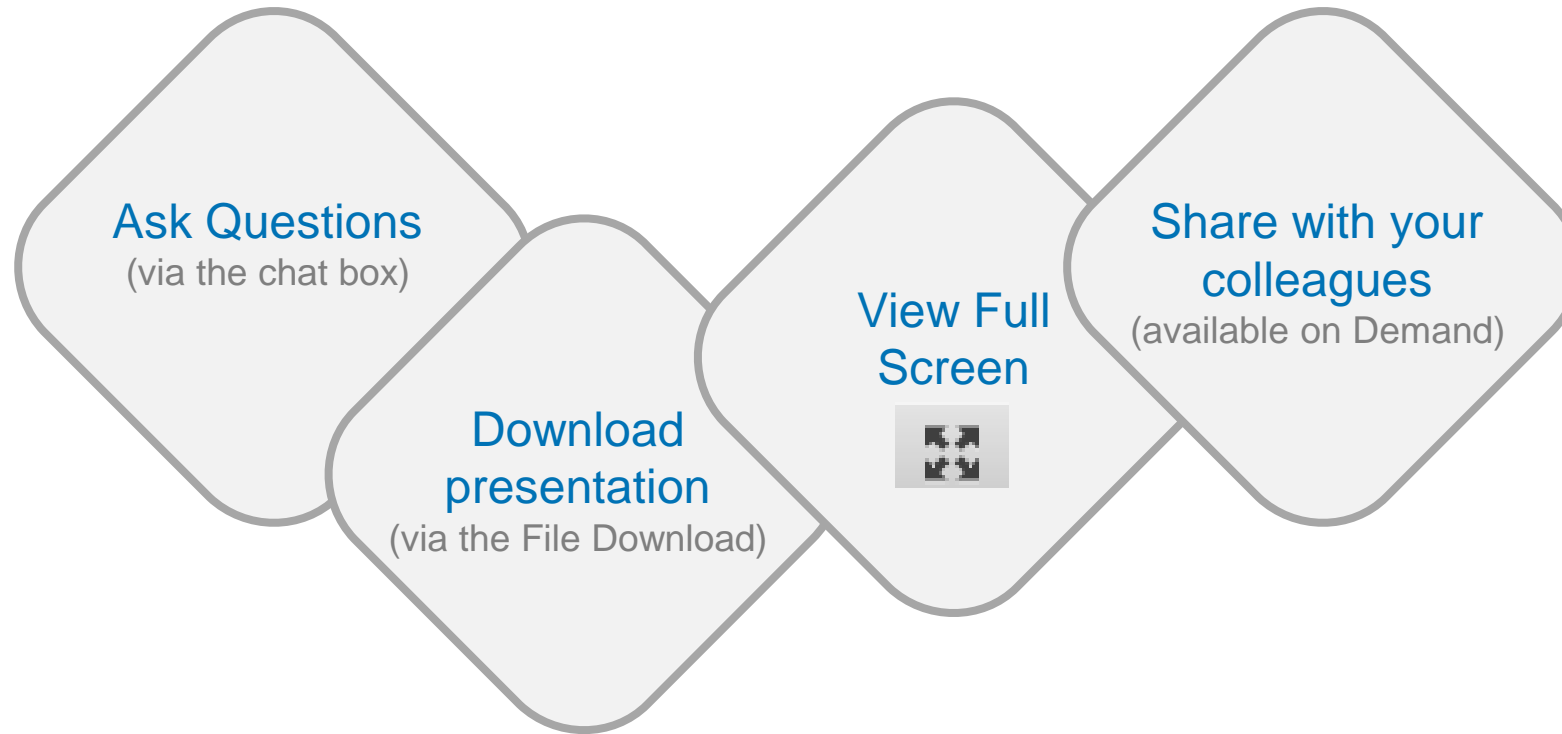
## Noble Purpose is Not a Hype!

**The sustainable impact of living and working with meaning**

December 10, 2020 03:00 PM CET [15:00] (Brussels)



## Making the most of the webcast



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Tell us about your experience to help us improve our future program

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## Panelists:



### **Olivier A. Onghena**

Noble Purpose entrepreneur & activist / Author / Founder  
Olivier A. Onghena travels around the globe to help: high impact leaders lead from their noble purpose, teams to come together (again) around what they really stand for and want to achieve, and entire organizations (both from very small to global) shift from transactional short term results drive...[Full Bio](#)

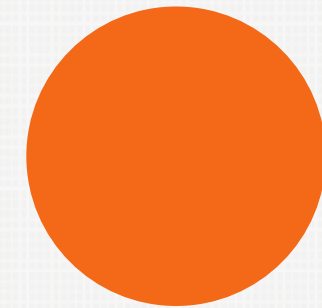


### **Demet Tunç (Moderator)**

Council Director, Customer Experience Council  
The Conference Board

Demet Tunç leads the Customer Experience Council at The Conference Board and consults for Eric Salmon & Partners to support the firm in leadership advisory, strategic consultancy, organizational design and executive search on a global level. Starting out as a brand manager at C...[Full Bio](#)

# Noble Purpose is not a Hype!



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Global Inspiration &  
Noble Purpose Institute

The Conference Board webcast

Olivier Onghena-'t Hooft & Demet Tunç

Digital, 2020 12 10

# Noble Purpose Objective

## Noble Purpose

- *Noble / At service*
- *Timeless / Permanent*
- *External Focus (others)*
- *Fully Passionate*
- *No direct reward Focus. But very rewarding*
- *Focus & clear priorities*
- *Internal Stimulus*
- *Serendipity & quietness*

## Material objective

- *Not necessarily noble / Maybe at service*
- *Time bound / Limited in time*
- *Internal Focus (self)*
- *Transactional*
- *(Direct) reward focused*
- *Ad hoc 'priorities'*
- *External Stimulus*
- *Excitement & constant movement*

# *A massive disengagement!*

	2009-2010	2011-2012	2017
Actively disengaged	27%	24%	18%
Disengaged	62%	63%	67%
Engaged	11%	13%	15%

GALLUP®

*Results amongst inhabitants in 142 pays and regions,  
having work and being 18 years and beyond.*

## 3 essential days in our Life!

1. The day we are *born*

2. The day we *understand* why (noble purpose)

3. The day we start *acting* from / in line with our noble purpose

if working

=

(1) creating

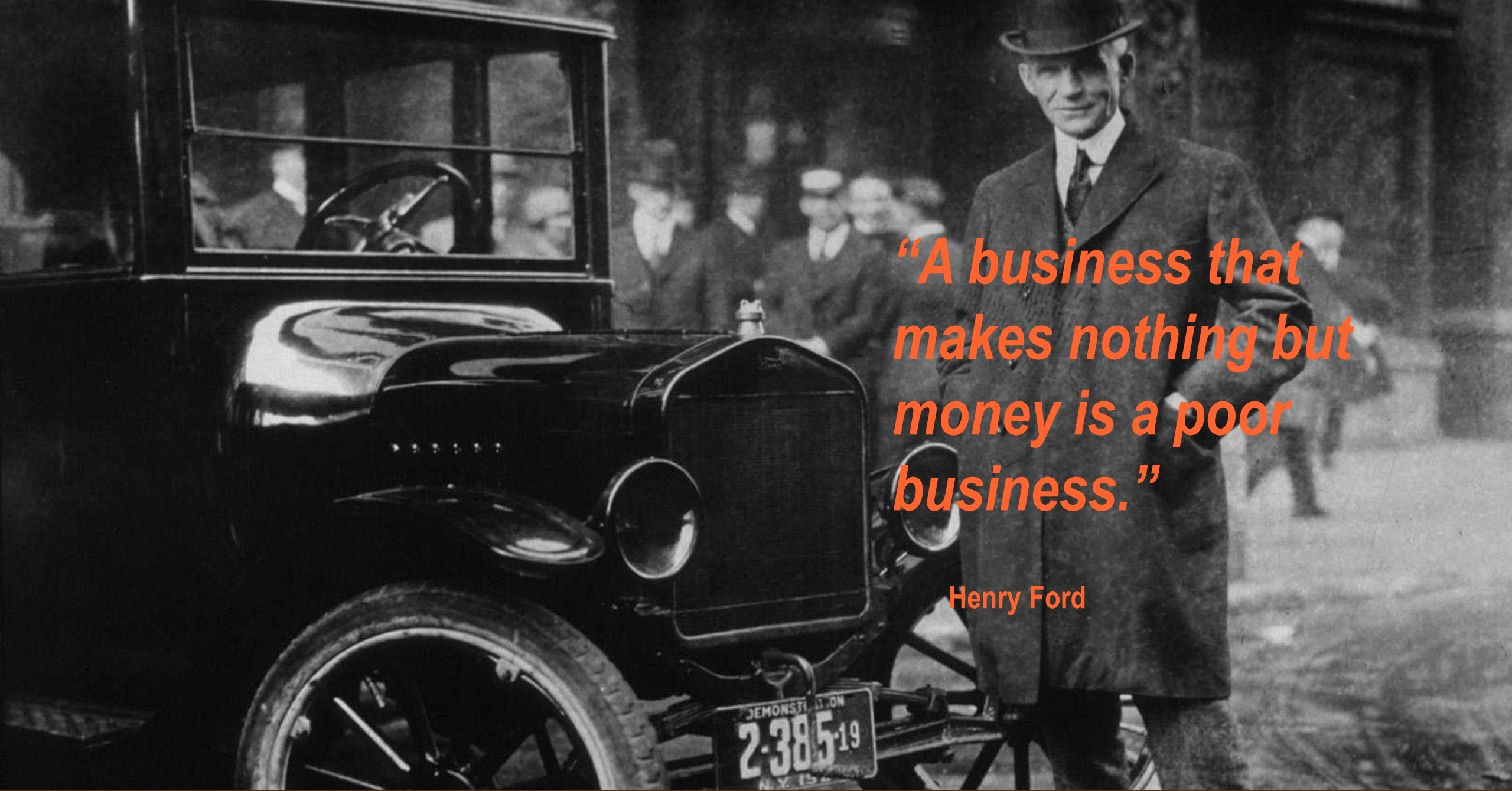
added value

(2) at the service of  
a 'noble purpose'

=

**self realization**





***“A business that makes nothing but money is a poor business.”***

**Henry Ford**

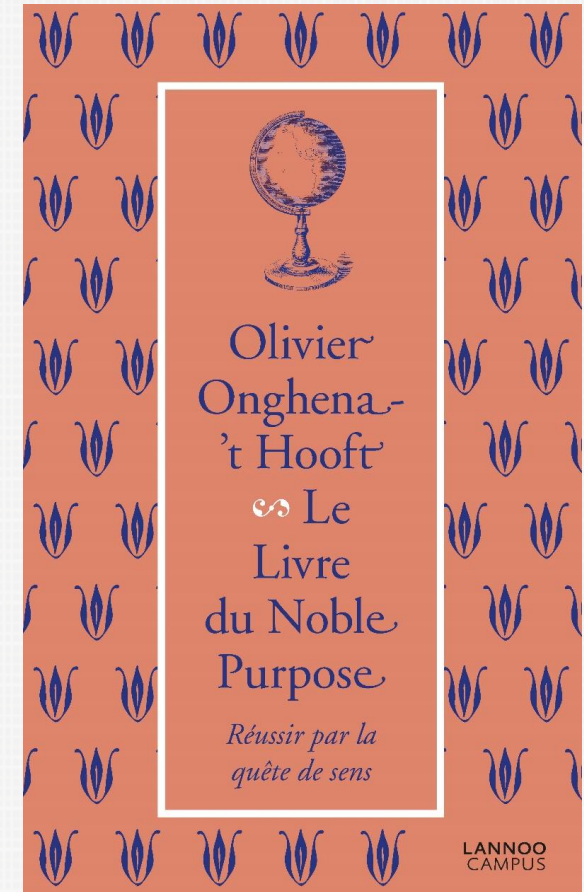
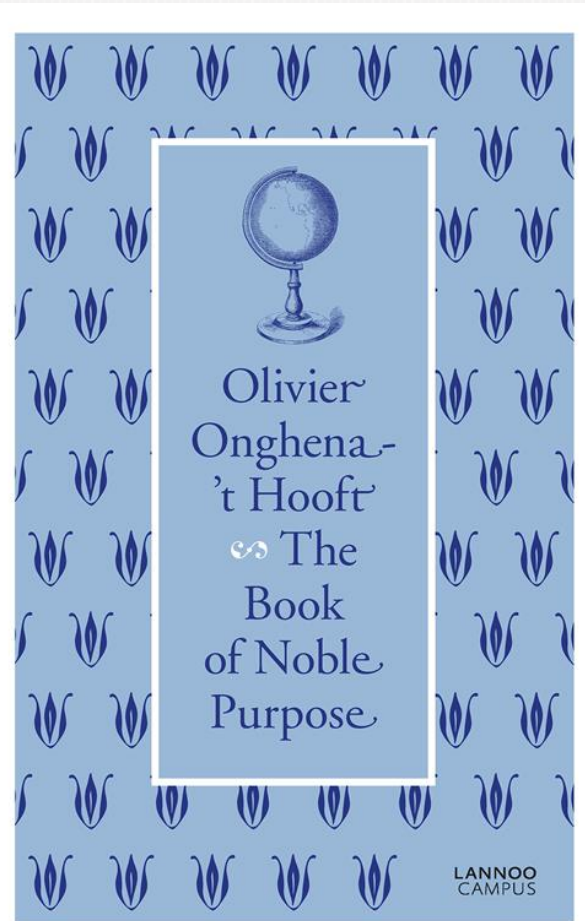
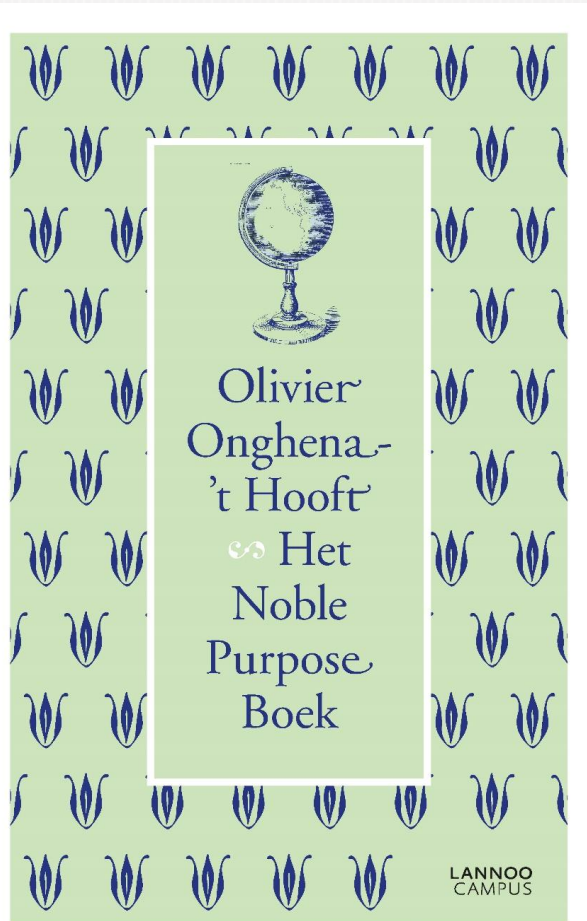
A photograph of a mountain landscape. In the foreground, a tall, cylindrical stone cairn is built from stacked, flat, greyish-brown rocks. The base of the cairn is on a larger, moss-covered rock. The background shows a vast mountain range with snow-capped peaks and a valley filled with green vegetation and a layer of white mist or clouds. The sky is clear and blue.

# LovInShip

## From KPI's to

## CPI's

# For more inspiration...



[www.olivieronghena.com](http://www.olivieronghena.com) & connect with me on LinkedIn



[CLICK HERE](#)

*To tell us about  
your experience!*

