



Maturity Institute

**Purpose Led-Value and  
OMINDEX®**

Workshop Module  
London  
21 June 2023



Our Purpose-Led Value module provides an introduction to how an organisation can unleash the power of purpose and help better navigate the emerging ESG and stakeholder value paradigm. By focusing on the Maturity Institute’s holistic form of “Total Stakeholder Value, it uses practical examples and exercises, as well as lessons from exemplar firms (including Handelsbanken, Toyota and Mercadona).

The module shows how companies can become truly ‘purpose’ driven; driving material intrinsic and measurable Total Stakeholder Value through its whole, human system of workers, suppliers, customers and communities.

“I completed the Purpose Led Value training at [The Maturity Institute](#) and loved the way ‘Purpose’ was made tangible. A lot of organisations are proud of their ‘Purpose’ and this module helped me understand how to turn ‘a statement’ into concrete action and true value creation. [This course] was thought-provoking and I cannot wait to continue my learning!”





The workshop also introduces OMINDEX®, Maturity Institute's approved diagnostic methodology that helps you to assess, analyse and measure Organisational Maturity.

Organisational Maturity is about building human-powered organizations. By becoming purpose-driven and being rooted in creating societal value, business models that reconcile responsibility and performance can form the foundation to generate the very best outcomes for people and the planet.

Achieving these outcomes is entirely possible as our own evidence shows, and exemplar organizations demonstrate. It is not, however, an easy task.

Developing a whole, human system that works coherently and realizes the potential of people across all corporate stakeholders, requires new thinking and capabilities. This introductory, interactive workshop will help you to understand how this can be done.



The workshop will have a maximum of 12 participants and uses proven experiential learning techniques. These will help embed the knowledge effectively and we will also help you to understand how to apply it to your own organisation.

During the course of the workshop we will also work on how to adopt the principles within your own organisation, understand the challenges to adoption and how they can be addressed and overcome.



## Timetable

8.30am	Registration and networking
9.00am	Purpose- Led Value
10.30am	Break
10.45am	Organisational Maturity and OMINDEX®
12 noon	Close

## Who should attend?

Key operational executives,  
Change leaders, HR teams

## Presenters

Stuart Woollard (<https://www.linkedin.com/in/stuartwoollard1967/>)  
Andy Aitkenhead. (<https://www.linkedin.com/in/andyaitkenhead/>)

## Fee

£290 plus VAT per person



"I was really taken with MI's definition of purpose and the way MI has explicitly brought value and commercial success into that definition. Something I personally have shied away from in the past but now see the merit in doing so."

"As COO for a leading financial institution, managerial challenges arise frequently and on a broad array of issues. Having the ability to get clarity of thought and direction from an impartial coach was invaluable."