



On Purpose: Why great leaders start with the PLOT

Karen James

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A witty, insightful guide to rediscovering Purpose and leading like you mean it

On Purpose is a modern-day business book for those who want to steer their work — and life — back on course. When your head and heart connect in both, our humanity becomes the hero in the story. Shed the mediocrity that comes from halfhearted decision-making, and rediscover your PLOT — Purpose, Leadership, Operations, and Technology — as you learn to live and lead with purpose. This insightful guide provides a framework for re-evaluating your direction, then stepping back and re-aiming the ship. It starts with a fable that illustrates just how businesses lose their PLOT every day, then digs down to the nitty-gritty to give you the actionable steps and practical advice you need to climb out of the rut. Deliberately ironic and witty, this book presents a fun, but informative read that is anything but cynical. You'll learn from the author's own successes using PLOT in her career, as she turned a \$9M business into a \$100M business and went on to drive international and domestic philanthropic ventures and leadership training programmes.

- PLOT will become the most practical four-letter word you'll ever use. This book shows you how a simple framework can become the turnaround your organisation and life so desperately need. Get your work on target
- Shift engagement methods for better results
- Leverage technology into a purposeful tool
- Get up and *act*

You may already have a documented vision and mission statement, but that's no longer sufficient. You need to act and lead with *purpose*, every day, in every decision you make. You need to recognise and utilise good people and tools, and redefine your goals to make them worth striving for. *On Purpose* shows you how, and gives you the practical, tested guidance you need to start moving in the right direction.

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