

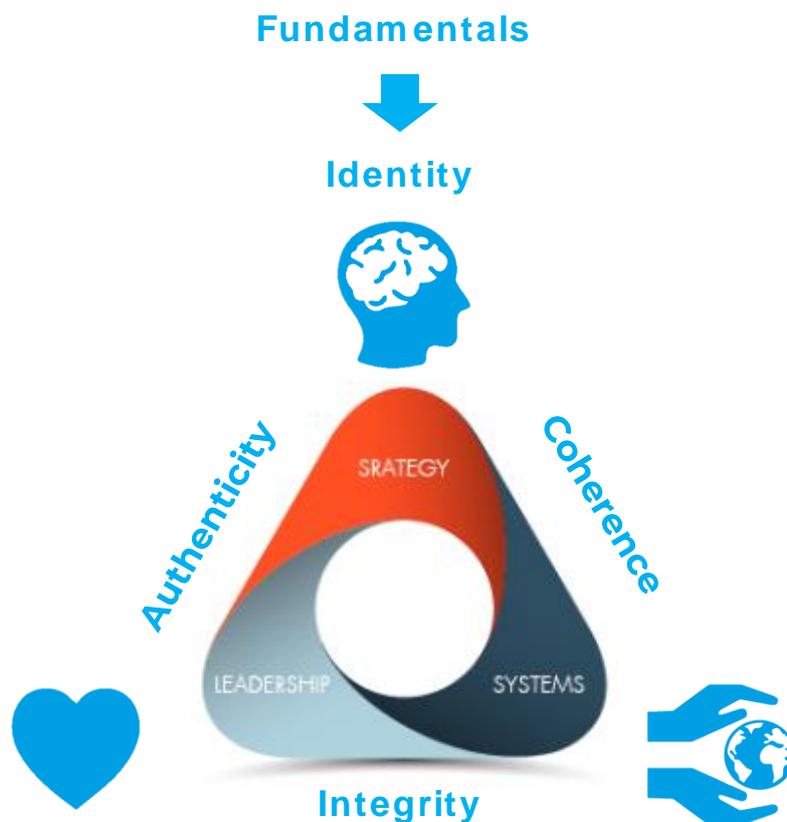
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Dirección por Misiones
y Propósito Corporativo

THESAURUS (2022)



Source: adapted from,

- 3D model of Purpose. Rey, C., & Bastons, M. (2019). [Three dimensions of purpose: Knowledge, motivation, and action](#). In *Purpose-driven Organizations* (pp. 29-41). Palgrave Macmillan, Cham.
- Fit between the three dimensions of purpose. Rey, C., Almandoz, J., & Montaner, A. (2019). [Nurturing Personal Purpose at Work](#). In *Purpose-driven Organizations* (pp. 97-106). Palgrave Macmillan, Cham.



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| FUNDAMENTALS | Source |
|---|---------------------------------|
| 1. The company promotes the integral development of the individual (personal and professional) | Thesaurus 2022. DPMC Foundation |
| 2. The company encourages the development of a positive attitude | |
| 3. The company encourages personal knowledge of oneself (self-knowledge) | |
| 4. The company encourages the search for the meaning at work | |
| 5. The company fosters a spirit of service at all levels of the organization | |
| 6. Freedom is encouraged in the company | |

| IDENTITY | Source |
|--|---------------------------------|
| 1. The members of the company know the purpose and mission/missions | Thesaurus 2022. DPMC Foundation |
| 2. The members of the company know the values of the organization | |
| 3. The members of the company know the vision of the organization | |
| 4. The strategic planning is aligned with the purpose and mission/missions of the company in an explicit and coherent way | |
| 5. The business model is aligned with the purpose and mission/missions of the company in an explicit and coherent way | |
| 6. The brand / advertising strategy is aligned with the purpose and mission / missions of the company in an explicit and coherent way | |
| 7. The CSR / Sustainability strategy is aligned with the purpose and mission/missions of the company in an explicit and coherent way | |
| 8. The innovation processes are aimed at carrying out the company's purpose and mission/missions in an explicit and coherent way | |
| 9. The organizational structure is aligned with the purpose and mission/missions of the company in an explicit and coherent way | |

| AUTHENTICITY | Fuente |
|---|---------------------------------|
| 1. People reflect on their personal purpose and mission/missions | Thesaurus 2022. DPMC Foundation |
| 2. People reflect on the connection between their personal purpose and mission/missions and the company's purpose and mission/missions | |
| 3. People show interest and support each other in the development of personal purpose and mission/missions from the recognition and respect of freedom | |
| 4. People give each other feedback from the perspective of the company's purpose and mission/missions | |
| 5. Team missions are used to guide/clarify the team's contribution to the purpose and mission/missions of the company | |



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| 6. Team meetings are lived with a high sense of purpose/mission, explicitly and coherently relating the topics discussed with the purpose and mission/missions of the company | |
|--|--|

| COHERENCE | Source |
|--|---------------------------------|
| 1. Job descriptions explicitly and consistently reflect individual contribution to company purpose and mission/missions | Thesaurus 2022. DPMC Foundation |
| 2. The management indicators are explicitly and coherently aligned with the purpose and mission/missions of the company | |
| 3. Team and individual objectives are related to the purpose and mission/missions of the company in an explicit and consistent way | |
| 4. The performance evaluation is aligned with the purpose and the mission/missions of the company in an explicit and coherent way | |
| 5. The development of competencies is aligned, explicitly and coherently, with the purpose and mission/missions of the company | |
| 6. The projects that are promoted in the company are related, explicitly and coherently, with the purpose and mission/missions of the company | |
| 7. Cooperation commitments are established between people and areas, giving effective follow-up to the commitments made | |
| 8. Incentives are aligned with the purpose and mission(s) of the company in an explicit and consistent manner | |
| 9. The onboarding and offboarding processes are aligned with the company's purpose and mission/missions in an explicit and consistent manner | |
| 10. The purpose and mission/missions of the company are taken into account in the selection processes in an explicit and coherent manner | |
| 11. In internal promotion processes, the purpose and mission/missions of the company are taken into account explicitly and consistently | |
| 12. In the career plans , the purpose and mission/missions of the company are taken into account in an explicit and coherent manner | |

| INTEGRITY | Source |
|---|---------------------------------|
| 1. In common dialogue , purpose and mission/missions are used as references in communications | Thesaurus 2022. DPMC Foundation |
| 2. Efforts are made to communicate with transparency , explaining the reason for decisions based on the purpose and mission/missions | |
| 3. Employees receive formal recognition for their contribution to the purpose and mission/missions of the company | |