

POP Model: Purpose, Outcome, Process

Purposeful Action – Introduction

Our energy and our time are precious. As leaders, we want to learn to create more real results...with less effort (and unintended side effects). One key is **Purposeful Action**. We don't get to control life. Life is vast and essentially unknowable. But, we do have charge of our own energy. And how we choose to direct and use that energy profoundly impacts what we do or don't create.

The POP practice can be used, to become increasingly intentional about your actions, about the things you set in motion – both as individuals and as teams and organizations.

Purpose

Our work always **begins with purpose**. Purpose is the foundation upon which rests our leadership – and our acts as leaders. Purpose answers: "Why?" Why do I/we do this?

Purpose is important on both an **internal level**: Why do I/we do this work?

And at the **tactical level**: Why this meeting? Why this program? Why this phone call?

Purpose gives meaning to what we do.

Purpose is a compass, guiding us to our destination.

Purpose is a source of power providing fuel to our actions.

Before embarking on any significant action, we want to ask: **"Why?"**

We – or our organization – are about to expend some of our precious resources. "For what reason?" If we don't have a good answer to this question – we should consider not proceeding.

Outcome(s)

If our purpose is clear, then we next want to **define the outcomes** we actually seek to achieve by our actions.

What would success look like . . . ? (for this meeting? program? initiative?) The more clearly we can define our desired outcomes, the more clearly we can **design the most effective process** to achieve them.

Process

Only now, **after getting clear on our Purpose and the Outcomes**, we start to plan the Process we will use. Only now are we ready to propose and evaluate the different pathways, actions, and methods, most likely to create what we want, and less likely to create what we don't want. Sounds rather obvious, right. But way too often, our "planning" process is: "Fire! Ready! Aim!"

We remember to plan for the "big" events – the campaigns, the big projects, but fail to apply the same rigor to all the "small" actions that actually make up the great majority of our days and life.

Daily Practice: The Complete POP Process

Before each and every significant act of leadership, reflect and clarify:

1. What is the **purpose** of this action?
2. What are the specific **outcomes** I plan to achieve?
3. What is the best **process** I can use to create the best possibility of achieving these outcomes and fulfilling the purpose?

* The POP Model is the brainchild of Leslie Jaffe (www.lesliejaffe.com) and Randall Alford. This is one in a series of daily practices created by Robert Gass. For more information and resources, visit: www.stproject.org

Determine your goals by defining the purpose and desired outcomes for your Organization's DEI work.

Goal #1:

Purpose	What is important to you?	
	Why are you working on this?	
Outcome	What will be different?	
	What outcomes do you want?	

Goal #2:

Purpose	What is important to you?	
	Why are you working on this?	
Outcome	What will be different?	
	What outcomes do you want?	

Goal #3:

Purpose	What is important to you?	
	Why are you working on this?	
Outcome	What will be different?	
	What outcomes do you want?	