



It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose

Roy M. Spence Jr.

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"Roy Spence is a brilliant, sparkling gem. True greatness comes in direct proportion to passionate pursuit of a purpose beyond money." -Jim Collins, author of *Good to Great*

Over the last thirty-five years, Roy Spence has helped organizations such as Southwest Airlines, BMW, the University of Texas, Wal-Mart, the Clinton Global Initiative, and many others achieve greatness by obsessing about one big idea: purpose. With purpose as the North Star, employee engagement is higher, competition is less threatening, customers are more loyal, and innovation flows.

As Spence writes, "Purpose is a reason for being that goes beyond making money-and it almost always results in making more money than you ever thought possible." Especially during times of great economic uncertainty, purpose is the key to creating and maintaining a high- performing organization, deserving just as much attention as strategy, execution, and innovation.

These insider insights and case studies will help you discover your organization's purpose, proclaim it to the world, and apply it to everything you do.

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