



# IMPACT 7 GENERATIONS

## **Decoding Purpose:**

**Achieving Peak performance by activating, aligning behind and embedding Purpose.**

Purpose prioritizers outperform on 7 out of 8 categories. 90% of Executives know Purpose matters to the top and bottom line. 46% have acted on it. 69% of Executives recognize Purpose as a key driver of their success, but only 34% integrate it in to their decision making. The question is not does Purpose matter. It does. The question is how to make it matter for you and your organization to drive top and bottom line outcomes, create self-regulating cultures of excellence, improve performance and create competitive advantage. Brian Chossek uses specific examples taken from members to discuss and immediately put into action techniques and practices to:

- Activate Purpose to achieve immediately measurable outcomes
- Embed Purpose and connect it to your strategy, operations and tactics
- Align tools, processes, analytics and KPIs to sustainably embed Purpose as an organizational driver
- Utilize a Purpose-driven approach to solve specific problems, rapidly innovate, problem solve and earn buy-in for change
- Transform the role of Human Resource professionals

## **Value to Members:**

You'll leave the session with immediately actionable insights, techniques, tools and processes that Chossek has been using for years to create measurable top and bottom line performance improvements, embed self-regulating cultures of excellence, increase clarity and alignment between stakeholders, enhance employee performance, rapidly solve problems and catalyze performance enhancing action.

## **About:**

Brian Chossek is CEO of Impact 7 Generations, [www.impact7generations.com](http://www.impact7generations.com), a Santa Barbara-based consulting firm that creates top and bottom line outcomes by connecting the Why (Purpose), to strategy, innovation, operations and tactics. His work has enabled small, medium, and large organizations, both for-profit and non-profit, to meet and exceed their financial goals while embedding a sustainable, self-regulating culture of excellence.

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Brian Chossek, CEO of Impact 7 Generations, is a trusted guide, resource and actualizer who helps create top and bottom line outcomes by connecting Purpose, Vision and Values to strategy, innovation, operations and tactics. His workshops, executive retreats, articles and consulting provide tools, frameworks and methodologies to enable organizations to align, transform, catalyze, innovate and reach the next level in MEASUREABLE ways. His work has enabled small, medium, and large organizations, both for-profit and non-profit, to meet and exceed their financial goals while embedding a sustainable, self-regulating culture of excellence.

Brian brings a unique combination of hard business skills and experiences with an insightful understanding of people. He is a recognized leader in the arena of Awakening and Connecting the Why (Purpose). He is currently writing finishing his first book, *Decoding Purpose: Delivering Peak Performance by Activating, Aligning Behind and Embedding Purpose*. *This* books share his experiences in utilizing Purpose, Vision and Values to drive bottom and top line impacts and what we can expect in the future of organizations as they adopt and connect with their higher calling purpose.

Prior to founding Impact 7 Generations and working at the nexus of Purpose, Strategy, Innovation and Leadership, Brian served as President and Chief Operating Officer of a healthy living operating company and incubator. During his time there he launched two brands nationally and provided incubation services to others in the organic food, beverage and personal care spaces. The company was named a Top 20 organic company by *Ode Magazine* and Brian's work was featured in the *NY Times* and other publications. Prior to that, Brian held a variety of Senior Executive and Consulting roles with Purpose-based enterprises.

Brian has been blessed to bring two worlds together: 1) hard, grounded business skills obtained through hands-on Executive and Consulting roles, including 12-years as President of an operating company and incubator as well as an MBA from the University of North Carolina, 2) the realm of Purpose, Mission, Values, Creativity and the Human Spirit. He's been privileged to work with and learn from many world renowned scholars and practitioners, both in and outside of business.

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