

Meeting for coaches and consultants – April 2021

At our meeting for coaches and consultants on 27 April, Duncan Young, former Director of Communications at NatWest Group spoke about how NatWest approached creating a shared understanding in their leadership team of what it means to be purpose-led. Starting with the Board and Executive team, he spoke about how they used a layered approach to bring in input from other groups both inside and outside the bank, how they went about reflecting the purpose in their strategy and what happened when they launched their purpose, shortly before the UK went into the first Covid lockdown in Spring of 2020.

From our work we have learned that it is important to create space for honest and open dialogue to help to create a shared understanding of what it means to be purpose-led amongst the leadership team - and to do this before getting into articulating the purpose - in order to avoid issues further down the line. The aim is not unanimity of view but, to bring in different perspectives, and get unanimity of commitment to being purpose-led.

A recording of the session to include the Q&A can be seen [here](#): (it is just over 30 minutes in total).