

Blueprint Knowledgebase - Navigation Document

Introduction to the Blueprint Knowledgebase

The Knowledgebase is a structured learning and resource hub designed to support individuals and organisations seeking to understand, articulate, and embed purpose-driven business practice. It is organised into four interconnected sections that reflect the developmental [journey](#) of becoming purpose-led:



Inspiration - explores in detail Blueprint's view of what it means to be purpose-led, the thinking behind our approach and the provenance behind this thinking.



Shared Understanding - explores assumptions and beliefs and how to build a shared understanding of what it means to be purpose-led – in particular with senior leadership teams.



Articulation - explores how to articulate a purpose that is inspiring, authentic & practical and start to create a link between purpose and strategy and avoid purpose wash.



Bringing purpose to life - explores the critical work that brings purpose to life and ensures a business is purpose-led in practice including strategy, culture, governance and how to assess progress to aid learning and inform strategy.

Introduction to the Navigation Document

This document is here to help you to navigate the Knowledgebase. Whether you are a practitioner working in an organisation to help it to be purpose-led, a consultant, or anyone else interested in enabling purpose-driven business practice. We have categorised the common audiences for the Knowledgebase into practitioners and consultants.

Disclaimer: All sections of the Knowledgebase are available to everyone, and you are encouraged to explore it in full. This guide simply provides targeted pathways if you are seeking specific outcomes – for example, building a case for change, facilitating leadership dialogue, preparing to facilitate a session or workshop, etc.



Recommended resources for PRACTITIONERS

If you are a practitioner working within an organisation, whether in leadership, strategy, HR, sustainability, operations, etc. – the Knowledgebase is designed to support you at every stage of supporting the business to become more purpose-led. Below are recommended starting points to help you to build a strong conceptual foundation, clarify your perspective, and more effectively shape and refine your approach.

RECOMMENDED FOR EARLY-STAGE PREPARATION / CONVERSATIONS:

- **On societal challenges and their systemic drivers** – refer to the [Inspiration](#) section and more specifically to:
[The challenges facing society and the systemic drivers that contribute to them](#)
[Regulators and investors – a changing landscape](#)
[A growing movement](#)
[The risk of purpose wash](#)
- **On the foundation of purpose-led business** - refer to the [Inspiration](#) section and more specifically to:
[How can purpose-led business help in addressing these challenges?](#)
[Business as a series of relationships](#)
[The role of business in helping people realise their potential](#)
[What is the role of business in society?](#)
[Understanding the Blueprint Framework | Blueprint for Business](#)
[Understanding the Blueprint Principles | Blueprint for Business](#)
- **On challenging assumptions & beliefs within the organisation** – refer to the [Shared Understanding](#) section and more specifically to:
[Exploring assumptions and beliefs in your organisation](#)
[Challenging assumptions and beliefs](#)
- **On defining your role as a changemaker** – refer to the [Shared Understanding](#) section and more specifically to:
[Clarifying your motivation for change](#)
[The importance of how you show up in the ‘doing’](#)

RECOMMENDED FOR STRATEGIC CONVERSATIONS WITH LEADERSHIP:

- **For facilitating conversations with leadership** – refer to the [Shared Understanding](#) section and more specifically to:
[Navigating conversations](#)
[Engaging the leadership – exploring questions and dilemmas](#)
[Using workshops to enable better quality dialogue](#)
- **Tips & exercises on articulating purpose** – refer to the [Articulation](#) section and more specifically to:
[Answering the question, what is our purpose?](#)
[Is your purpose fit for purpose?](#)

RECOMMENDED FOR BRINGING THE PURPOSE TO LIFE:

- **Tips & exercises on bringing purpose to life** – refer to the [Bringing Purpose to Life](#) section and more specifically to:

[Purpose-led strategy](#)

[A purpose-led culture](#)

- **On purpose-led governance & the role of the board** – refer to the [**Articulation**](#) section and more specifically to: [The vital role of leadership commitment and shared intent](#), also to the [**Bringing Purpose to Life**](#) section and more specifically to: [Governance](#)
- **On assessing progress in becoming purpose led:**
[What should a company be seeking to assess?](#)
[Assessing mindset, culture and the quality of relationships – some considerations](#)
[Thinking about measures and metrics – two workshop outlines](#)

Recommended resources for CONSULTANTS

If you are a consultant, coach, or facilitator supporting organisations on purpose-led transformation, the Knowledgebase provides both the conceptual foundation and the practical architecture for your work. The recommended Knowledgebase resources below are organised according to the stage of engagement you may be delivering, from early-stage framing conversations to governance integration and maturity assessment.

RECOMMENDED FOR EARLY-STAGE CLIENT CONVERSATIONS:

- **On the foundation of purpose-led business** - refer to the [**Inspiration**](#) section and more specifically to:
[How can purpose-led business help in addressing these challenges?](#)
[Business as a series of relationships](#)
[The role of business in helping people realize their potential](#)
[How Blueprint thinks about the purpose of business](#)
[Are we producing goods that are truly good and services that truly serve?](#)
- **On challenging assumptions** – refer to the [**Shared Understanding**](#) section and more specifically to:
[Exploring assumptions and beliefs in your organisation](#)
[Challenging assumptions and beliefs](#)

RECOMMENDED FOR STRATEGIC CONVERSATIONS WITH LEADERSHIP:

- **For facilitating conversations with senior leaders** – refer to the [**Shared Understanding**](#) section and more specifically to:
[Navigating conversations](#)
[Engaging the leadership – exploring questions and dilemmas](#)
[Using workshops to enable better quality dialogue](#)

RECOMMENDED FOR SUPPORTING CLIENTS IN ARTICULATING AND BRINGING THE PURPOSE TO LIFE:

- **Tips & Exercises on Articulating Purpose** – refer to the [**Articulation**](#) section and more specifically to:
[Articulating your purpose](#)

[What makes a good purpose statement?](#)

[Examples of purpose statements](#)

[Workshops](#)

[Deepening and further clarifying your company's purpose](#)

[The importance of dialogue to continually explore what the purpose means in practice](#)

- **Tips & Exercises on Bringing Purpose to Life** – refer to the [Bringing Purpose to Life](#) section and more specifically to:
[Purpose-led strategy](#)
[A purpose-led culture](#)
- **On Assessing Progress in Becoming Purpose Led:**
[What should a company be seeking to assess?](#)
[Assessing mindset, culture and the quality of relationships – some considerations](#)
[Thinking about measures and metrics – two workshop outlines](#)

Recommended Resources for ACADEMICS

The Knowledgebase offers conceptual foundations, philosophical grounding, and practical organisational insight for research in business ethics, leadership, governance, organisational development, and corporate purpose. If you are exploring these areas and seeking research direction, begin with the relevant sections for focused insights and idea development.

- **On Societal Challenges and their Systemic Drivers** – refer to the [Inspiration](#) section and more specifically to the following section: [The challenges facing society and the systemic drivers that contribute to them](#)
- **On Foundations of Purpose** – refer to the [Inspiration](#) section and more specifically to the following sections:
[What does it mean to be purpose-led? – Introducing the Blueprint Principles and Framework](#)
[Personal purpose and meaning at work](#)
- **On Human Nature & Motivation** – refer to the [Inspiration](#) section and more specifically to the following sections:
[The starting point: each person is a someone not a something](#)
[A more realistic view of human nature – meaning, relationships and intrinsic motivation](#)
- **On the Role of Business in Society** – refer to the [Inspiration](#) section and more specifically to the following sub-sections:
[Business as a series of relationships](#)
[The role of business in helping people realise their potential](#)
[What is the role of business in society?](#)