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Leading with Noble Purpose: How to Create a Tribe of True Believers

Lisa Earle McLeod

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Profit doesn't drive purpose. Purpose drives profit.

We made some incorrect assumptions about work and those assumptions are killing us. We allowed a narrative that is solely about earnings to replace what we know to be true about human motivation.

Human beings are hardwired to seek purpose, but according to data, most people don't feel a sense of purpose in their work. Work has become a grind, an endless series of tasks that lack meaning.

Building upon her bestseller "Selling with Noble Purpose," leadership expert Lisa Earle McLeod tackles the employee engagement crisis by showing leaders how to put workplace meaning front and center. McLeod, whose clients include organizations like Google, Hootsuite, and Roche, asserts that many organizations are unconsciously squandering their greatest asset--their people's passion. By putting profit before purpose, organizations eroded the very thing that makes a business great.

The narrative of profit, earnings, and bonuses was supposed to improve employee performance, but it had the opposite effect. It stripped the joy and meaning from work in ways that have a chilling effect on morale, performance, and ultimately profit. In this new book, McLeod shows leaders how to: Win the hearts and minds of employees, clients, and stakeholders through a Noble Sales Purpose Reframe your approach to metrics so that they accelerate performance Create a tribe of True Believers who drive revenue and do honorable work

People want to make money "and" make a difference. "Leading with Noble Purpose" shows leaders how to do both.

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