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The Future is Now:
The Purpose Driven
SAM Team

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NASHVILLE, TN
MAY 9TH - 11TH

Purpose (noun): the reason for which something is done or created or for which something exists

- Aim
- Dream
- Goal
- Design
- Intention
- Ambition
- Aspiration
- Hope
- Target

Purpose (verb): have as one's intention or objective

- Attempt
- Plan
- Execute
- Strive
- Achieve
- Endeavor
- Calculate
- Aspire
- Intend



Why Is This So Important????



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In addition, we are in the midst of nothing less than a talent revolution with 40% of people saying they plan to leave their current employer (based on a Microsoft survey) and 43% of businesses reporting they will seek to increase headcounts (based on a McKinsey study). When people choose to leave a company, join a new organization or remain with their current role, purpose is a factor which will significantly influences their choices.

Tracy Brower, PhD, *The Power Of Purpose And Why It Matters Now* (Forbes, 2021)



What has changed in the SAM ecosystem?

- Remote work
- Licensing models
- Business interaction
- Proactive vs. reactive



What is our reason for existing?



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What are we good at doing as it relates to areas inside and outside the organization?



What do we hope for and enjoy?



How are we unique?



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What would we like to be famous for?



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Questions



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Thank You!

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