

CHANGING MINDSETS

MUSEUMS AS INSPIRATION FOR RETAILERS TO ADOPT A PURPOSE-DRIVEN MINDSET



Stores are shifting from a place to buy to a place to be. This puts the focus on customer experience. Retailers are overwhelmed by the possibilities and in need of guidance. Inspiration is found in the cultural sector. Museums are driven by their impact on society; their purpose. Purpose is defined as the fundamental reason for existence. Retailers can establish a genuine and meaningful customer experience by adopting a purpose-driven mindset. Changing employee behaviour and guiding decision-making. Overall, being purpose-driven is a long-term and sustainable approach for retailers reacting to the changing customer needs and physical retail environment.

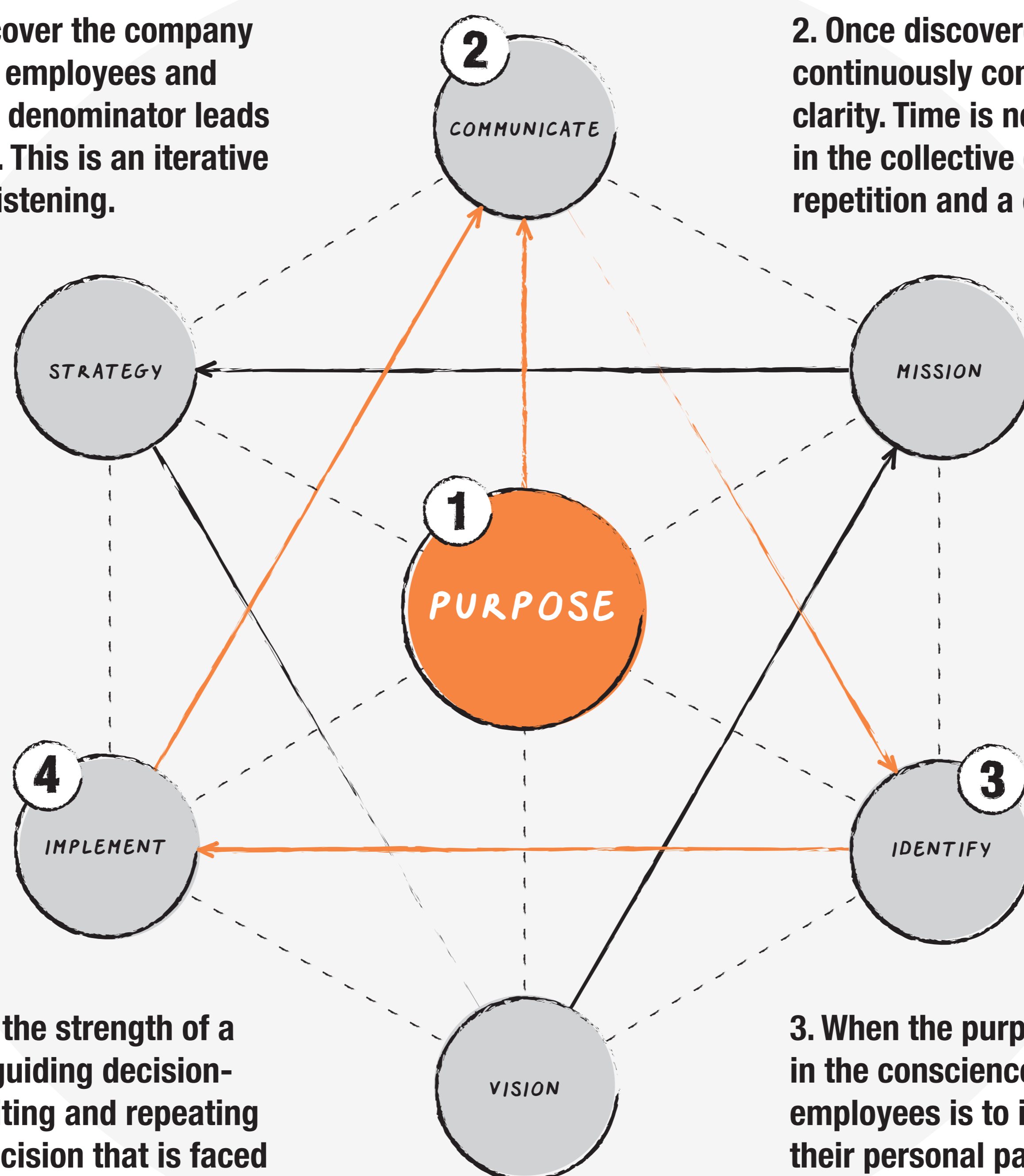
This opportunity has been translated into the Purpose Paradigm. A strategic model for retailers, presenting the stages of adopting a purpose-driven mindset. The purpose is positioned at the core of the paradigm, the foundation connected to all elements. The triangle in orange requires active implementation, described below. The addition of the mission, vision and strategy visualize the alignment across all aspects within a company, and their relation to the purpose.



THE PURPOSE PARADIGM

1. The first step is to discover the company purpose by talking to its employees and customers. The common denominator leads to the company purpose. This is an iterative process of sharing and listening.

2. Once discovered, the purpose must be continuously communicated with absolute clarity. Time is needed to settle the purpose in the collective conscience. To reach this, repetition and a coherency is critical.



4. The final stage unlocks the strength of a purpose-driven mindset: guiding decision-making. This means revisiting and repeating the purpose with every decision that is faced to reach implementation.

3. When the purpose has planted itself in the conscience, the next step for employees is to identify with it. Capturing their personal passion and contribution. Increasing engagement and motivation.

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