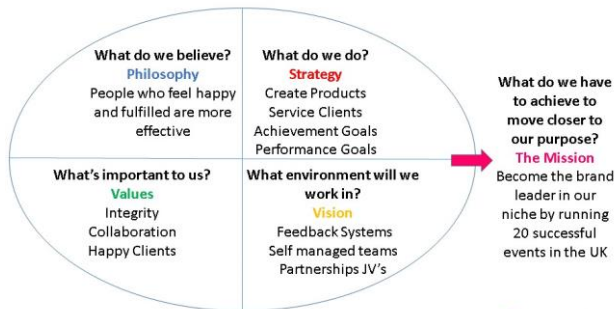


Developing Your Organisation's DNA Profile

Why do we do what we do?

Purpose

Entrepreneurs transform the world, we help entrepreneurs make a better world and inspire others to follow...



What do we have to achieve to move closer to our purpose?
The Mission
 Become the brand leader in our niche by running 20 successful events in the UK

Developing a company's DNA profile helps with many different aspects of running, branding and scaling a successful business. An entrepreneur might start a business because they spotted an opportunity and exploited it. That's innovation. The fact that the entrepreneur has been successful means that the market has judged it useful so kept it alive. That's evolution. Everything has meaning in the universe even if the entrepreneur didn't know or care in the beginning. That changes.

To scale the business it becomes important to describe the business in a way that attracts a loyal following. The best way to do that is to educate, entertain and engage people, whilst communicating to the world what they do and why it's a good idea to be clients, or partner with them. In the post-recession world, people are more interested in the company's philosophy, the meaning behind the mission.

If leaders or entrepreneurs don't fully understand their organisation's DNA, they will be running an operation that hasn't fully tapped into the passion and potential of its people. It can also lead to frustration in decision making with people spending time on less than optimum tasks.

Other benefits of DNA profiling include:

- Attracts the top talent
- Enhances your pitching process
- Boosts engagement
- Develops an effective culture
- Empowers people to make decisions
- Builds equity in the business
- Unleashes passion and unlocks potential
- Increases creativity and innovation
- Creates brand loyalty... and much more...

Contact Evolve if you want to know more...