

URL: <https://stvp.stanford.edu/blog/videos/powered-by-purpose>

How do you find purpose? And how can you sustain meaning and intentionality within your organization? It often starts with considering your role in a larger community, and imagining new possibilities.

To explore how three different organizations found purpose amid growth and change, check out our short video case studies about Lake|Flato, Sandbox and Spring Valley Coffee.



Transcript

(mellow music) - [Narrator] For a long time, I've struggled with my own purposes in life.. I didn't set out to buy a coffee business, but I did want to be doing meaningful work.. So the vehicle almost becomes irrelevant.. - [Male In Pink shirt] Architecture can be a very environmentally unfriendly process, if you're not careful.. - [Female] We're drawing on regional elements, we're working with what we have.. We're trying to be good stewards of the land.. - [Male In Pink shirt] The idea is to create a family for young change makers in your place.. Be consciously digital, they needed to feel the community somewhere.. - [Narrator] For me, I think its about creating possibilities for a farmer, and change the quality of life, because he's getting paid faster, he's getting paid better.. - [Male In Pink shirt] For us, doing good is creating this bridge between human beings and the landscape..

- [Male in suit] It's how do you get people involved in something that is much bigger than the local place that they are.. - [Narrator] It's so easy to get distracted along the way.. If I asked myself every day, what is my purpose? It's binary.. Its either I am, or I'm not.. If I'm not, then something needs to change.. (mellow music)..