

THE PURPOSE CODE

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Sample Chapter

Culture → Concentrated Purpose

- ☐ Culture feels fragmented across teams and silos
- ☐ Social perks don't create real cultural alignment
- ☐ Different teams seem to care about different priorities
- ☐ Company “values” feel disconnected from daily work
- ☐ Silos feel safe — but disconnected from the whole

Culture is more than perks, posters, or ping-pong tables

Culture is what people feel every day through priorities, behaviors, and decisions. This chapter explores why silos naturally pull company purpose apart, and how a concentrated purpose can reconnect teams without sacrificing specialization.

Real culture is felt, not claimed — and only purpose can make it authentic across the whole business.



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Sample Chapter: Concentrated Purpose

If this chapter feels familiar, your culture may already be drifting. The Purpose Code shows how to restore clarity, connection, and purpose — before the silos win.

CONCENTRATED - wholly directed to one thing; intense.

PURPOSE - the reason for which something exists.

Culture is defined as the shared set of values, attitudes, and behaviors that make up a work environment. According to many, culture is what will make or break your organization. A toxic culture can be like sepsis for your company. Whereas a strong culture can be like a fruity cocktail of steroids and anti-anxiety meds. You get my point, culture can make life great, or it can completely ruin every single aspect of business.

But what happens when leadership sets out to build a cross-silo culture? Happy hours? Random one-on-ones over coffee? Maybe even some free soda or snacks? Can't forget ping-pong. For some reason, the idea of building culture continues to be boiled down to an assortment of activities designed to create connectivity. Does it work? I don't think so, at least not thoroughly enough to sustain a business through hard times. Connection is good, but connection alone is insufficient to bond people, especially across a hyper-siloed business. I think company culture is much more sophisticated than that. Sure, perhaps a good culture could be further amped up with social niceties, but they sure as hell aren't the answer to developing a deep, rich, rewarding culture.

Siloed Culture Indicators

When people feel excluded from the mission — and they start acting like it.



☐ Contribution resentment

One or more teams in the business resent the contribution of another.

☐ Praise imbalance

A minority of teams are regularly the focus of recognition.

☐ Successful failure

One team's victory hinders the ability of another team to succeed.

☐ Disconnected victory

Celebrated wins are meaningless to some teams or individuals.

☐ Taxation without representation

Teams are measured and pressured by goals they didn't shape — and can't move.

So, what does real culture feel like? I think culture is felt all day, every day, by everyone in the company. It is the values, attitudes, and behaviors of all the people in the business. It is the priorities, the actions, and the decisions that happen constantly. While certain aspects of culture are explicit, there is much more that is subliminal in nature. Culture is felt in discussions, reinforced in goals, and realized in compensation. Culture is present in practically all internal interactions. And like it or not, a company's true values will inevitably be abundantly clear. Unfortunately, the true values rarely align with the mural on the wall.

Silos are the biggest structural force working against a shared company culture. Siloing naturally contributes to a breakdown in company culture because purpose becomes fragmented. Purpose, or the reason for which something exists, inherently becomes diluted and reshaped around an individual's silo. As a result, people within a silo begin to develop a set of values, attitudes, and behaviors that vary from that of other silos. It happens naturally and generally feels pretty good, especially as a company is growing. There is a sense of safety and comfort in a smaller circle which makes it easier to disassociate from the values, attitudes, and behaviors of other silos. Over time there is limited common ground across silos. Only through intentional action, can a shared set of values, attitudes, and behaviors span across silos. Furthermore, such intentional action must persist to fight the natural pull to form a siloed culture.

The harsh reality about culture is that people are not idiots. They do not care about the values painted on the walls, they care about what they genuinely feel for forty or more hours per week. And what they feel day in, and day out will tell them whether the culture is authentic or total bullshit. If they feel disconnected from what the business really cares about, the culture will be seen as fake, or worse, the culture will not be seen as inclusive of them or their contribution.

Concentrated purpose enables you to keep your specialized silos while also creating an environment that fosters a strong and authentic companywide culture. Purpose doesn't compromise silos, it aligns them by creating an environment where specialization thrives alongside a connected, meaningful culture.