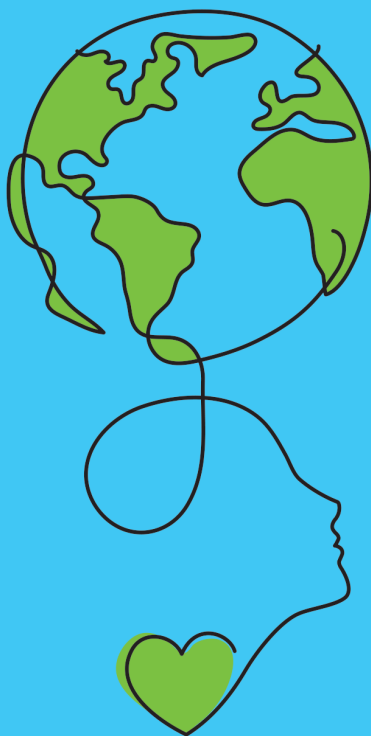


PURPOSE MINDSET

HOW MICROSOFT INSPIRES EMPLOYEES
& ALUMNI TO **CHANGE THE WORLD**



AKHTAR BADSHAH

Foreword by BRAD SMITH, President of Microsoft

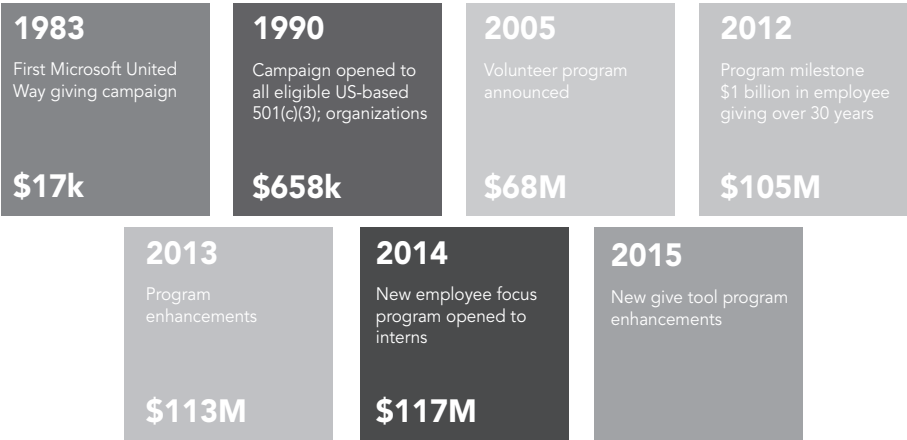
A PDF COMPANION TO THE AUDIOBOOK

FIXED MINDSET	GROWTH MINDSET	PURPOSE MINDSET
Seek perfection and avoid failure	Learners who seek growth and development	Focus on the common good
Focus on reproducing what they know	Focus on improving what and how they do	Inspiring action by being constructively actionable
Focus on perfecting their abilities—not learning new skills	Believes strengths can be developed with effort, reaching higher levels of achievement and ability	Believes in developing their strengths and contributing to the future of greater possibilities

Adapted from *Benefit Mindset: Good Business Guide* @ benefitmindset.com

FIGURE 1

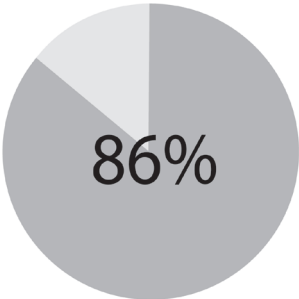
Giving History



Microsoft Philanthropies. Re-created by Ada Gupta—RedAlkemi

FIGURE 2

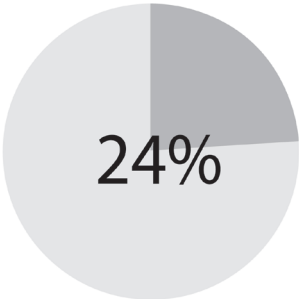
The Stated Purpose vs. Activated Purpose Gap



Stated Purpose

Purpose is important to business

Purpose sets a clear “North Star” for the business, articulating why it exists



Activated Purpose

Purpose is embedded in business

Purpose is activated across the business, from culture and innovation to operations and engagement with society

The B2B Purpose Paradox: How Purpose Powers Business-to-Business Growth, 2020, Cone On Purpose. Re-created by Ada Gupta—RedAlkemi

FIGURE 3