

# Redefining an organisation's why, what and how

UKIB and AIA, two leading UK and Israeli trade and cultural associations, use Mindyasa to create a unified North Star.

*"Mindyasa drew upon an impressive array of experience which enables these two very different organisations to identify and deploy shared purpose within a highly pragmatic framework. This was an invaluable foundational piece of work to their shared futures."*

Danny Kessler  
Chairman of UKIB and Trustee of AIA



## OUR PURPOSE

We exist to enhance opportunity, well-being and prosperity for the people of the UK and Israel.

## OUR MISSION

Our mission is to build, promote and nurture relationships between the people, institutions and businesses of the UK and Israel.

## SOLUTION

Mindyasa's North Star creation framework and process

## RESULTS

Increased clarity



A North Star of 300 words that articulates shared purpose, mission, and hopes and dreams

Strategic foundation



A root to anchor future decision making and to develop the strategy plan

Strengthened alignment



Co-created by both organisations, the process brought both teams together

Organisational health



High quality work. Effective collaboration, co-creation and engagement.

## THE SITUATION

- UKIB and Anglo Israel Association (AIA) had recently signed a strategic partnership deal
- The vision for UKIB and AIA included operating under a shared purpose and mission
- Both organisations would retain their own brand identities

## CHALLENGES

- Create a unified North Star that would work for both organisations
- Separate organisations, with similarities but differences in visions and cultures
- Bring together a diverse stakeholder group to collaborate and co-create

[angloisraelassociation.com](http://angloisraelassociation.com)

Established in 1949. An independent charity that enjoys the active support of people from different faiths and none, across the entire political spectrum.

[ukisrael.biz](http://ukisrael.biz)

A network bilateral chamber of commerce for the digital age connecting the online world with the offline relationships that underpin great business.

## THE APPROACH

A North Star encapsulates an organisation's why, what and how. It succinctly communicates an organisation's purpose, mission, plan and future hopes and dreams, and is fundamental and foundational element that all organisations must have. It serves as a compass for all decision making and a root that anchors the company, its people, products and brands.

Organisations that have a clearly articulated purpose see greater levels of customer affinity and value, with customers more likely to champion and protect them. The power of purpose is evident as the world fights the urgent threat of the COVID-19 pandemic, with a number of companies doubling down on their purpose, at the very time stakeholders need it the most.

Mindyasa's approach to creating a North Star has three distinct phases, and typically takes between 8-10 weeks to complete.

Work began with an analysis phase. Existing client materials were reviewed and Mindyasa joined several client events and webinars. These provided valuable insights from which hypotheses on key aspects of the North Star were generated. A series of stakeholder interviews with Board Members, executives and partners were then completed. During the interviews, open questions to understand current thinking and perspectives on mission, reason for being, and opportunities were all explored. In addition, a small number of concepts were tested with a particular focus on purpose. The data and feedback gathered during this phase, provided a strong foundation for Mindyasa to create a version 1 of the North Star which was taken forward into the next phase of work.

During the second phase of the project, a small core team of Board members from AIA and UKIB were identified as partners to collaborate to create the North Star. Mindyasa led a series of workshops with this team. During the first workshop, all team members were orientated to the task and version 1 of the North Star was reviewed and discussed. Feedback was taken and Mindyasa made refinements to produce a further version for review. Over the course of a two week period, further refinements and feedback were made until the team were good with a version for wider circulation.

The North Star was then shared with a wider set of internal stakeholders. Feedback was extremely positive, and a small number of further refinements were made before a final version was signed off by The Board.

FOR MORE INFORMATION

 [www.mindyasa.com](http://www.mindyasa.com)

 [hello@mindyasa.com](mailto:hello@mindyasa.com)

