



Olivier
Onghena-
't Hooft
∞ Het
Noble
Purpose
Boek



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**Ik draag dit boek op
aan de schoonheid van het Leven.**

Inhoud



| | |
|---|----|
| Voorwoord | 12 |
| 1 My passion to inspire | 32 |
| 2 A present from Life for Life | 40 |
| 11 januari 1994 | 41 |
| The quest for meaning in Life | 64 |
| Makrigialos | 65 |
| Inspiration | 68 |
| Success beyond success | 72 |
| Life principles & convictions | 77 |
| Connecting with my bliss | 79 |
| Loving Life | 82 |
| Ode aan het Leven & respect voor elke dag | 82 |
| Agapé | 83 |
| In alles een opportuniteit zien | 84 |
| Relativeren | 85 |
| Mensen verbinden met hun potentieel | 86 |
| Vol zelfvertrouwen | 87 |

| | |
|---|-----|
| 3 A force for good | 90 |
| Marc Twain | 92 |
| The four bodies | 94 |
| How noble is noble? | 100 |
| The third day | 106 |
| Exceptional achievements | 109 |
| | |
| 4 Joy through noble purpose | 112 |
| Waarom leven wij? | 113 |
| Van werk-last naar werk-lust | 118 |
| Dé manier om ons te realiseren | 119 |
| Zingeving zoeken | 120 |
| Transactionele relaties stoppen | 121 |
| From doing to being | 122 |
| The deranging truth | 124 |
| Tripalium & corvee | 124 |
| Disconnection & disengagement | 126 |
| Modern slavery | 128 |
| Work-Life balance is not a balance! | 130 |
| The call for action | 132 |
| Waiting for the tipping point | 133 |
| Making conscious choices | 137 |
| Calculating the cost & paying the price | 143 |
| Leaving the comfort zone & breaking the circle of fear | 146 |
| Deep dive into the iceberg | 151 |

| | |
|--|-----|
| 5 Houses of Noble Purpose | 156 |
| The balance sheet revisited | 161 |
| The operation succeeded but the patient died | 166 |
| BlooderShip | 166 |
| Blood Leadership | 167 |
| LeadershiT | 173 |
| Is it really that lonely at the top? | 182 |
| Transform or disappear! | 185 |
| Wisdom Encounters | 189 |
| Conscious Capitalism | 190 |
| B Corporations | 191 |
| The House of Noble Purpose model | 193 |
| Money or meaning? | 194 |
| LovInShip | 204 |
| 1. <i>Agape – The power of love versus the love for power</i> | 206 |
| 2. <i>Inspiration to inspire</i> | 211 |
| 3. <i>What about my ego?</i> | 218 |
| 4. <i>CPI's – Caring for People Indicators</i> | 227 |
| 5. <i>Vulnerability = strength</i> | 232 |
| The Nicky factor | 234 |
| 1. <i>Taking the corporate values from the walls into the hearts</i> | 234 |
| 2. <i>Balancing IT – WE – I</i> | 248 |
| Noble purpose eats strategy for breakfast | 254 |
| Inviting the next generation in the boardroom | 259 |

| | |
|---|-----|
| 6 A world of noble purpose | 262 |
| The beast is dying | 264 |
| A new paradigm | 267 |
| A world of noble purpose | 269 |
| Global joy index | 272 |
| Harmony | 273 |
| Collective before individual | 275 |
| Serving humankind, society & the world | 277 |
| From political Leadership to political humanity | 278 |
| Reinventing politics | 281 |
| Making the impossible possible | 285 |
| Bringing noble purpose into town halls & parliaments | 287 |
| The power of media, 'new style' | 287 |
| | |
| 7 Wat nu? | 290 |
| | |
| Bedankingen | 294 |
| | |
| Eindnoten | 298 |

Voorwoord



Dit voorwoord is een verzameling van testimonials uit verschillende hoeken. Het zijn mensen die ik inspirerend vind en die op hun eigen manier door noble purpose geraakt, gepassioneerd en bewogen zijn.

‘Il est quand même étrange qu’au début du 21^e siècle, on se pose la question du pourquoi ou du but des entreprises, le fameux « why ? ». Toutes les entreprises ont une mission et les parties prenantes de cette mission sont évidemment ses talents (ses collaborateurs), ses clients, ses actionnaires et ses partenaires (ses fournisseurs, son environnement...). Le fait d’avoir longtemps privilégié les actionnaires (la sacro-sainte « shareholder value ») est une aberration absolue, que l’on paie aujourd’hui en inégalités, en mal-être sociétal et environnemental, en défiance vis-à-vis de l’entreprise. L’entreprise au 21^e siècle sera morale ou ne sera pas. C’est pourquoi je salue Olivier Onghena qui s’est emparé de ce sujet pour nous rappeler à tous cette vérité élémentaire, que nous avons toujours appliquée à Châteauform, à savoir que ce sont des collaborateurs heureux qui font des clients heureux, qui, à leur tour, font des actionnaires heureux et dans cet ordre. Un objectif noble est un objectif qui satisfait tout le monde concerné et ce ne sera que justice.’

Daniel Abittan

Co-fondateur & Président, Châteauform

Fondateur, Acuitis

‘I first met Olivier in Mount Abu in Autumn 2015. I was touched by his genuine desire to serve humanity and bring the concept of noble purpose into the work he is doing. It is excellent that a book has been written about this. As we develop mastery over our thoughts and feelings, our innate nobility emerges in our thinking and behaviour. Spirituality is the awareness that allows all this to happen and brings a life of deep happiness.’

Dadi Janki

Spiritual Head, Brahma Kumaris World Spiritual University

‘While philanthropy should by definition be driven by a noble purpose, the reality is that motives are often not so transparent, and much of it is still driven by other interests including ego, reputation and power. In this book, Olivier gets at the heart of why purpose matters in all aspects of life.’

Silvia Bastante de Unverhau

Global Philanthropy Expert

‘Olivier Onghena has written a must-read primer for anyone on the quest for meaning and purpose in business and in life... Read this book – and learn from one of the best.’

Tomas Björkman

Founder, Ekskäret Foundation

Author, ‘The Market Myth’ & ‘The Nordic Secret’

Full member, Club of Rome

‘Olivier’s book offers an interesting perspective on the importance of Purpose. For a business leader, it all starts with the Why: a clear definition of the noble purpose of the company, which is its meaningful contribution to the people and the world. It generates more engagement from the employees and helps attract and retain talent. It also leads to a stronger bond with customers, as they become contributors to the noble purpose.’

Francis Blake

Chairman, Derbigum

‘Onze maatschappij is volop in verandering. Klimaat, ongelijkheid, polarisatie. Heel veel uitdagingen in een complexe en steeds sneller evoluerende wereld. Tegelijk zijn er technologische innovaties die perfect ingezet kunnen worden voor een betere wereld. Waarom doen we dat niet massaal? We hebben meer dan ooit nood aan een verbindend verhaal, een noble purpose. Vanuit een persoonlijke, authentieke ervaring zal dit boek zo veel mogelijk mensen inspireren.’

Piet Colruyt

Impact investor & Founder, Impact Capital

‘Er zijn speciale momenten in het leven waarop we beslissen over een essentiële breuk, zonder de inspanning of het risico te voelen die we nemen. Omdat deze beslissing deel uitmaakt van een bewuste persoonlijke weg en de natuurlijke afsluiting wordt van de noble purpose die we in de diepte van ons wezen hebben gekozen.’

Jacques Crahay

CEO, Cosucra

President, Union Wallonne des Entreprises

‘Ik ben ervan overtuigd dat het begrip purpose het centrale concept zal zijn voor de toekomst.’

Herman Daems

Voorzitter, BNP Paribas Fortis

Voorzitter, KULeuven

‘Having meaning and purpose in your personal life and at work transcends age and culture; it engages the brain, feeds the soul and lifts the human spirit. At the Adecco Group, what we do goes far beyond just the financial. We exist to help people around the world be inspired, motivated and prepared to embrace the future of work. In short, we are intrinsically driven to make the future work for everyone. I am heartened to see the topic of noble purpose coming alive through this book, reinforcing how we should all strive to make a lasting and positive difference to the world around us.’

Alain Dehaze

CEO, the Adecco Group

‘Sinds vele jaren ken ik Olivier Onghena als een gedreven man met een missie en ik waardeer ten zeerste de consequente manier waarop hij de verantwoordelijken uit diverse segmenten van onze samenleving oproept en inspireert tot zingeving. *Het Noble Purpose boek* zal daar zeker een belangrijke bijdrage toe leveren. Daarom deel ik graag mijn motivatie om te doen wat ik doe. Ik blijf maatschappelijk actief omdat ik mijn steentje wil bijdragen aan een samenleving waarin iedereen gelijkwaardige kansen krijgt om zich te ontwikkelen zoals beschreven in de Universele Verklaring van de Rechten van de Mens. Ik vertrek voor mijn inzet bij diverse projecten van de menselijke waardigheid en kennis, van vrijheid en verantwoordelijkheid, van betrokkenheid en verdraagzaamheid, van het recht op een betekenisvol leven.’

Luc De Bruyckere

Founder, TAJO

‘For a strong brand like La Monnaie in Brussels, the noble purpose has become a more reliable compass than any mission statement can formulate. The ephemeral character of any stage performance and its non-quantifiable added value are perfectly reflected in the ‘why’ of our organisation: to elevate consciousness about ourselves and society through the profound experience of opera. A noble purpose, therefore, entuses all stakeholders to participate in our project. Thanks to Olivier’s inspiring book, I hope that many more leaders of all kinds of organisations will get inspired to give noble purpose the centre stage it deserves.’

Peter de Caluwe

General Director, De Munt-La Monnaie

‘Companies with a purpose attract better people and retain their people better. As a result, they outperform their competitors that operate without a purpose. Based upon his own personal and unique experiences, Olivier Onghena takes us through the why, the what and the how to find that purpose for your company, and for yourself, and shows you that, once you found that purpose, you just create a better and more balanced life for yourself and those around you.’

Patrick De Maeseneire

Chairman, Barry-Callebaut

CEO, Jacobs Holding

‘In my role as CEO of Ageas, I have been frequently triggered to reflect fundamentally about the concept of purpose, the mission of our company. In the early days after the collapse of the Fortis Group, it was about survival. After some years we could start thinking more positively about the future, the real purpose of our business. The conclusion was that we were not just there for our shareholders, our customers and our employees. As an insurance group, we have a fundamental role in society by providing people with security in case of adverse events and by investing in responsible initiatives. Our current strategic plan reconfirmed and even strengthened this stakeholder model with an explicit reference to the society in which we act. I’m convinced that the DNA of Ageas and all its employees is driven by a noble purpose to create societal value in combination with economic value. Thinking about purpose and the reason to exist is a must for every actor in society, both in private and professional life. Let this book be a motivation to take some distance from the daily rat race and be an inspiration to reflect on the purpose of our being and of the organisations we are involved in.’

Bart De Smet

CEO, Ageas

Incoming chairman, Federation of Enterprises in Belgium

‘Il en va des entreprises comme des êtres humains : nos visions, nos objectifs et nos actions peuvent être guidés par la conscience d’une Raison de Vivre. Un sens d’autant plus noble qu’il se situe en relation et au service des autres. Les entreprises, elles aussi, ne vivent que pour servir, à moins d’être vaines. Ce sont d’ailleurs les autres qui nous donnent notre raison d’être et l’énergie nécessaire pour poursuivre la route. Cette voie peut être durable et soutenir le bénéfice de tous, si nous respectons l’égalité des attentions et, plus que jamais, la viabilité de notre planète. Merci Olivier de m’avoir fait progresser sur ce chemin de la conscience.’

Philippe Dorge

Directeur général adjoint, Groupe La Poste

‘It’s odd... Nobody wakes up in the morning thinking ‘let’s destroy the climate or get some toddlers in Asia to work’. Yet this is exactly what is going on each and every day. In our addiction to short-term profit, we all resemble a junkie destroying his own vitality for a profit high. We are ready to integrate a few fundamental values in our market system. People? Planet? Ubuntu? Karma? Let’s start with a new profit definition that includes costs of people and planet. Read this book! Let’s dream, dance and deliver: share ideas and dreams, dance coalitions of the willing, deliver a systems change!’

Volkert Engelsman

CEO, Eosta

CEO, Nature & More

‘Ik ben Olivier zeer dankbaar dat hij het nobele in de mensen met dit boek aanwakkert. Als wij geboren worden, weten wij vaak niet wat wij op deze aarde komen doen. Keuzes heb je later genoeg. In hoeverre je ze maakt, wordt door je opvoeding en opleiding bepaald. Of je er ook in volhardt, hangt af van je bereidheid daartoe door je intellect, karakter, genen en wilskracht. Het behalen van je doelen verloopt langs innerlijke processen vanuit drijfveren, die vaak in conflict komen door vele omstandigheden, die je moet overwinnen. Maar vergeet nooit je fierheid, die je hopelijk steeds naar nobele doelen leidt.’

Axel Enthoven

Designer

« Le but de la vie, c’est d’être heureux. Le lieu pour être heureux, c’est ici. Le moment pour être heureux, c’est maintenant. » C’est ce que disait le cofondateur du Club Med, Gérard Blitz. Ainsi, il y a 70 ans, le Club Med s’est lancé à la conquête du Bonheur en harmonie avec la nature. Il l’a fait sans frontières, en mobilisant des valeurs plus que jamais d’actualité, dans un monde marqué par la folie des hommes et de la nature : la liberté, la gentillesse, la responsabilité, l’esprit pionnier et multiculturel. Cette formidable mission, nous nous efforçons de la poursuivre avec les femmes et les hommes de cette entreprise, aux 4 coins du monde, en nous réinventant sans cesse, dans le respect de notre environnement et des populations qui nous accueillent. Elle donne tout son sens à notre action. Ce n’est pas le moindre des mérites des témoignages réunis dans cet ouvrage par Olivier Onghena de nous rappeler combien l’existence d’un « noble purpose » constitue aujourd’hui une dimension fondamentale de l’engagement des femmes et des hommes dans l’entreprise.’

Henri Giscard d’Estaing

Président directeur général, Club Med

‘My leadership team and I had the pleasure of working with Olivier throughout 2019 and witness the impact of having a noble purpose on the whole company. As a biopharmaceutical company focused on developing new medicines for patients with severe diseases, formalising our noble purpose (“transform the patients’ world by helping them realise their hopes and dreams for a healthy Life”) was extremely valuable to the whole organisation. From workers in the factory, researchers in the labs, commercial people in front of our customers, we are all aligned around our noble purpose, which fills us with pride, energy and a sense of duty and urgency. I am convinced that this book will further broaden and deepen society at large of the importance of leading a purposeful life.’

Peter Guenter

CEO, Almirall

‘Is “noble purpose” the next buzzword? Is it a temporary fashion? Will Wall Street, the next career move, fear for risk, or year-end bonus erase one’s “noble” ambition? I really hope not, because I remain convinced that over time, the most, if not the only successful ventures are the ones where you want to reach a purpose that supersedes everything. This is why Brussels Airlines’ vision was “to bring people together” instead of just “transporting people from A to B”. This little sentence changed everything when we had to decide against many “wise advisors” and faced a lot of adversity to become the only non-African airline connecting the three countries hit by the Ebola crisis in West Africa to the rest of the world in 2015. Happily, we have people like Olivier Onghena, who remind us why we are there and what a venture stands for!’

Bernard Gustin

Chairman, Elia Group (and former CEO of Brussels Airlines)

‘Within both the academic and the medical world, a noble purpose may appear an obvious driver of ambition as academic teachings, scientific research and medical acts all aim at serving mankind. Reality, however, is different, as research is not always driven by noble purpose and medical acts might have other incentives besides helping those in need. Following his personal journey in the search for a purposeful life, Olivier Onghena-’t Hooft introduces us to the world of noble purpose, which could be a source of inspiration for those academic researchers and health care providers aiming for a more purposeful professional activity, including focus on disease prevention, higher patient satisfaction and health-economic savings for society.’

Prof Dr Peter Hellings

Professor, Universities of Leuven, Ghent & Amsterdam,

Founder & President, EUFOREA

‘I have been working with Olivier for many years, and he supported me in different organisations to establish a noble purpose. Be different, do good and be successful! The roots might already be existing in the company, but you need to discover and develop them in group work, and Olivier is an incredible adviser and profound teacher. I was very surprised by the organisational motivation, increased energy and astonishing business success that followed. A prerequisite is a sincere approach linked to credible values. Then the noble purpose will connect welfare, happiness and success. This book is a real must-read (and do) for any leader and entrepreneur.’

Stefan Hoetzel

CEO, TEKA Group

Group Executive Committee member, Heritage B