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 it's 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).