

Pecan and Hedgehog launch 'People Powered Purpose' service

To help organisations deliver purpose with clarity, ease and impact

London, United Kingdom Oct 5, 2022 ([IssueWire.com](https://www.issuewire.com)) - UK-based consultancies Pecan Partnership and Hedgehog Strategy launched a new service today aimed at organisations who are serious about having purpose sit at their heart - moving it from the periphery to its strategic core. The 'People Powered Purpose' service is designed to remove the complexities and confusion workplaces experience when creating operational alignment with their purpose.

[Pecan](#) and [Hedgehog's](#) new service will help organisations respond to the shifts in customer and employee expectations; according to [Havas Group](#), **73%** of people think organisations must act now for the good of society and the planet.

Hedgehog's Director, Alyson Chadwick, said: "Purpose is not a new concept, but it's often talked about as an add-on, a way to give something back to the community as part of a CSR programme. But to benefit from the power of organisational purpose, it needs to be taken off the sidelines and weaved into the fabric of a company through its people – a reason why we developed People Powered Purpose.

"Our service delivers a practical and agile framework that knits a golden thread through an organisation's products and services, decision-making, and leadership and culture, to drive sustainable profitable growth, deepen relationships with stakeholders, and stay relevant in a rapidly changing world. And for organisations that get it right, the benefits are clear: they are attracting top talent, experiencing business growth, increasing profits, and having a broader positive impact on society."

Ella Overshott, Director, Pecan Partnership, added: "Today's business landscape is a myriad of challenges; workplaces are grappling with the impact of [The Great Resignation](#), [the pandemic](#), [the war in Ukraine](#), and [the rising cost of living](#). So, attracting and retaining talented people is increasingly difficult, coupled with heavy change programmes and remote or hybrid working. On top of this, there's greater scrutiny of an organisation's social and environmental actions. People expect more of the organisations they work for; they want meaning in their work and to be part of an organisation they feel proud of."

Ella continued: "With campaigns like the Better Business Act, the pressure to change isn't going away, and rightly so. Younger generations coming into the workforce are making 'purpose' a strategic imperative, not just a nice to have. Now is the time for leaders to seize opportunities and stay ahead of the curve. The collective benefits emerge when everyone inside an organisation aligns with the purpose and creates a culture that delivers on it day-to-day, contributing to a responsible, conscious, and sustainable business.

"It's an exciting time to launch our 'People Powered Purpose' against a backdrop where purposeful brands will win the hearts and minds of their people and customers. We're looking forward to supporting organisations at any stage of their purpose journey and helping them realise their people, planet, and profit ambitions."

About Pecan Partnership

Pecan Partnership is an established consultancy and coaching practice, with extensive experience in strategy engagement, workplace culture change, and building high-performance teams. Pecan works

with clients across the UK and globally, delivering award-winning programmes for leading organisations like Fidelity, The Open University, Nationwide Building Society, Good Energy, Mental Health First Aid (UK), USS, Santander, Your Housing Group, Weetabix, and United Utilities.

For more information, visit: pecanpartnership.co.uk

About Hedgehog Strategy:

Hedgehog Strategy delivers business advisory, coaching, and strategic consulting services to help companies generate better results and deliver against the challenges or opportunities facing organisations, by working with companies to define their strategic intent and plans with clarity and focus, and to deliver against them with greater confidence and success.

For more information, visit: hedgehogstrategy.com

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Source : Pecan Partnership and HedgeHog Strategy

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