

Understanding your "why" - establishing a new norm through purpose-driven actions

 By [Ramsay Rankoussi](#)

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In a year when we arguably found ourselves with more time on our hands than ever before, thanks to the Covid-19 lockdowns, the upside was the opportunity to step back from our hectic diaries, to consider the cost to society of our relentless focus on corporate profit.



Ramsay Rankoussi

Self-reflection is often unfortunately lost in days packed with meetings and phone calls, along with a host of other external distractions - despite how important it is for us to pay attention to the fact that recognition and growth means very little if we don't assess the positive impacts of our actions, and examine how much we're actually contributing to the common good.

While the world has been unanimous in applauding the efforts and sacrifices made by our global community of healthcare workers, we saw - and continue to see - far too many examples of people failing to follow even the basic "mask up and sanitise" rules, putting themselves and those around them at unnecessary risk. We could all do well to stop and do some serious thinking about those at the coalface of the pandemic, who are the true heroes and role models, learning from their example about what it truly means to play a meaningful contribution to our society.

Yes, there is indeed something each of us can do, no matter networks or economic status.

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As we all sat confined to our homes during the hard lockdowns, which many countries are now being forced to repeat in the face of second waves, I'm certain that we all examined the reasons for our existence much more closely than we otherwise would have done.

Maximising purposeful personal development

Everyone from individuals to corporate leaders wondered how they could do more for society and the common good. The result is a broad demand for more transparency, but also, calls - and commitments - to action that will have a positive impact on those all-important causes, including education, sustainability, diversity and gender equality. And, of course, a healthier work-life balance, more entrenched and meaningful corporate ethics, all underscored by purposeful personal development.

Brands and leaders who fail to recognise this growing trend will not be rewarded with corporate profit, but will instead fail to innovate effectively and efficiently, and ultimately lose out thanks to a failure to embrace a new culture of caring that will be with our world for generations to come. Innovation may well be driven primarily by technological advancements, but without the human components of well-being, integrity and honesty, it cannot hope to thrive long-term.

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Role models are no longer going to be those with the most impressive media presence; they will be judged by their actions and their contributions to our ailing world. We will no longer celebrate those who produce the most or earn the most, but rather on whether they stand up for justice, without seeking credit and in the absence of any audience.

Covid-19 has served up a timely reminder to us all that our real legacy can only be measured by the social good we contribute, the smiles we generate around us, and the opportunities for a better life we share among all of us. Quality is now replacing quantity and less is certainly more.

Working together for the good of the whole

Solidarity has never meant more than it does now when we are all being asked to sacrifice for that common good, but Covid-19 has illustrated that it is only via our collective efforts that we can address this crisis - but also face new ones that need different new solutions. New initiatives cannot be used to benefit only their creators, we have learnt during this pandemic which has been a great leveller.

Let's be cognisant of the fact the frontier we really need to remove is the one that prevents us from working together for not individual good, but for the good of the whole. We've been given this chance to create a new kind of future for humanity, so let's ensure that it is one that's dictated by a drive to positively impact humankind, beyond the frame or benefits of enterprise.

Technology has rapidly accelerated productivity and intelligence, with every effort carefully measured to determine optimal output. It's time for us all to ensure that the same maximum impact, in terms of our social behaviours beyond consumerism, if we are to allow the Covid-19 experience to teach us, a very valuable lesson about what kind of legacy it is that really counts.

ABOUT RAMSAY RANKOUSSI

Based in Dubai, Ramsay leads Radisson Hotel Group's strategic growth across the Turkey and Africa with a team based in Dubai and Cape Town. He recently expanded his role as the Head of Development for Africa, further demonstrating the commitment of the company across the continent.

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