



How Activating Meaning and Purpose Can Radically Enliven Your Business

By Dr. Alise Cortez

It's a new frontier, and thriving in today's business world requires conscious, inspirational leadership, an understanding of the new world we find ourselves in, and a whole, new playbook anchored in meaning and purpose. You need a set of strategies and applications that enable you to create an experience in your organization where your people give their best, feel fulfilled in the work and relationships, can work toward realizing their potential, and will persevere alongside you along the way.

Not only will you be completely rejuvenated and elevated by exercising this kind of agency, but your business will be transformed to perform and make an impact at a whole new level. Meaning and purpose are a powerful mixture to unleash the potential of everyone in your stakeholder community while breathing vital breath back into your own lungs. Here is your opportunity to transform the Great Resignation into the Great Revitalization.

**Practical Inspiration
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Alise's commentary:

I wrote this book for you, the weary traveler. Or, perhaps, curious, reaching learner. I'm glad to be on your journey with you as you navigate unprecedented times. Whether you're an owner of a business or leader of an organization or department of a small to mid-sized company, whether you've been in your role for three months or three decades, I'm guessing you've picked up this book because you are looking for some enlightening guidance and some encouraging support to keep you moving in a productive direction in these incredibly challenging and overwhelming times. When have you seen such high turnover, low engagement, and high stress in your organization? With so much swirling around you and new issues to confront, it can be hard to know which way to direct yourself, let alone your organization. Everyone needs a hand up. No one becomes their best without guidance, inspiration, examples, and the instruction of others.

This book is comprised of two parts: Part 1 is focused on helping you find your GUSTO in your business or company; Part 2 teaches you how to activate it NOW. Thus, Part 1 helps you fully understand the ecosystem that has been evolving over the last few tumultuous pandemic years and what the opportunity is that awaits you as a leader or business owner. Part 2 provides tools and best practices for how to respond productively by activating meaning and purpose and take you and your company to a whole new level – and realize your own version of “the Great Revitalization.”

PART 1: What?

G – gumption (what)

U – urgency (when and where)

S – sustainability (why)

T – therapy (how)

O – ownership (who)

PART 2: How?

N – nurture (IQ)

O – open (EQ)

W – wake (SQ)

About Alise

Dr. Alise Cortez is the chief purpose officer at Alise Cortez and Associates, a management consulting firm specializing in the activation of meaning and purpose. She is also an inspirational speaker, social scientist, author, and host of the Working on Purpose radio show. She is the author of:



- Purpose Ignited: How Inspiring Leaders Unleash Passion and Elevate Cause (2020)
- Passionately Striving in “Why”: An Anthology of Women Who Persevere Mightily to Live Their Purpose (2021)
- Coloring Life: How Loss Invites Us to Live More Vibrant Lives (2023)
- The Great Revitalization: How Activating Meaning and Purpose Can Radically Enliven Your Business (2023)

Having developed her expertise within the human capital / organizational excellence industry over the last 25 years, she is focused on helping companies, leaders, and individuals across the globe to live with “gusto” and make the most of their one, precious life. Today Dr. Cortez is focused on enabling organizations to lead from purpose and create cultures that inspire impassioned performance, meaningful engagement and fulfillment, while encouraging a devoted stay within the organization. For individuals, Dr. Cortez facilitates an online global community and various retreats to enable people hungry for a more meaningful and purposeful life to create it for themselves.

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What People are Saying about The Great Revitalization



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The bottom line is this: people crave meaning and purpose through work. It's high time business leaders got serious about fostering workplaces where people feel valued, cared for, and part of the shared purpose. Alise's latest provides both the inspiration and the action plan to revitalize both your leadership and your business.

Bob Chapman, CEO of Barry-Wehmiller and author of Everybody Matters: The Extraordinary Power of Caring for Your People Like Family

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While there have been many books on purpose, of which Alise's first book, Purpose Ignited, is a great read, this book goes multiple steps further. Her GUSTO NOW framework is an actionable plan putting the reader on a path towards revitalizing their company. The key points at the end of each chapter help to reinforce the concepts and evolve this into a how-to instead of being only a feel-good read. Lastly the topic of SQ or spiritual intelligence left me with much to ponder about my own organization's spiritual intelligence.

Paul Drew, Co-founder and SVP of StackPath

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The Great Revitalization is a thoroughly researched, deeply insightful and highly actionable guide to what has become a business imperative: igniting purpose in our businesses. As a purpose advisor to companies, I know that many leaders struggle to find answers on this topic. Does purpose really matter at my company? How do I reconcile organizational purpose with employee personal purpose? Which tactics are fluff, and which are evidence-based? Without oversimplifying, The Great Revitalization answers these (and most!) purpose-related questions. It synthesizes the world's relevant collective wisdom into an illuminating blueprint on running a meaningful business. Best of all, the book's guidance doesn't limit itself to today's best practices. Instead, it draws on the world's most inspired thinkers to point us toward a future in which capitalism has evolved into its sustainable, just, and higher state.

Bea Bocalandro, corporate purpose advisor and author of Do Good at Work: How Simple Acts of Social Purpose Drive Success and Wellbeing

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We spend a lot of time at work, where you impact your team, your company and the whole business ecosystem. Alise shows us delicate and challenging concept application to our business goals and daily life. The Great Revitalization is a rare jewel and a staple book on business, personal and ESG topics.

Hoshi (Hoshiko) Kamiya Brooks, licensed and registered interior designer seeking ESG applications to the Built Environment

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A deep, shared sense of purpose is vital for individuals and organizations to channel their energies towards identifying and achieving long-term goals. If you are looking for a starting point to discover your mission, guided by a sense of purpose, look no further! This book is another feather in Alise's cap as she helps the reader navigate through the "what" and "how" of purpose driven leadership. Atul Thatte, artificial intelligence and technology leader Dr. Alise Cortez is an engaged, thoughtful leader. Her inspirational writings and podcasts will help you exceed your goals. More importantly, your purpose and passion will be forever enhanced... grateful!

Cary A Israel J.D., executive advisory board and consultant for CampusWorks Inc. and District President Emeritus at Collin College

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With *The Great Revitalization*, Alise conquered a complicated challenge – she summarizes and curates the best concepts out there in what I call the conscious transformation ecosystem. If you are starting on the journey or you have been on it for a while, this book is a great guide to identify the most important players, principles, and frameworks that will accompany you and your organization.

Francisco Fernández, Executive Director of the Conscious Enterprise Center at Tec de Monterrey

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For a leader on the meaning and purpose journey, *The Great Revitalization* delivers a comprehensive and approachable process to enliven and modernize your business's eco-system through servant leadership and developing a purpose so clear and engaging stakeholders cannot help but follow. Alise distills her research, including conversations with key thought leaders, into a compelling approach to leadership, leaving breadcrumbs for further investigation with these important voices. This book serves as a beautiful dose of Alise's mentoring in book form.

Samantha Anderegg-Boticki, an ever-evolving leader with a passion for strong corporate citizenship and Global Director, Business Development at Modine Manufacturing Company

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Alise is always bringing forth excellent tidbits of wisdom to help inspire and motivate leaders. She's delivering that value yet again in *The Great Revitalization*. This book will give you the push needed to passionately pursue the purposeful life hidden in your heart!

Justin McCorkle, a fellow student of life, business, and purpose



Filled with hard-earned wisdom, Alise has written a GUSTO-filled book that is sure to revitalize your business. In an age where so many businesses are trying to find their own unique way through a complex world and a cluttered marketplace, Alise shows readers how to travel a vital path and create a business that's purposeful, lasting, and yes, even beautiful.

*Steven Morris, brand and culture building expert, CEO of Matter Consulting, and author of **The Beautiful Business: An Actionable Manifesto to Create an Unignorable Business with Love at the Core***



In times of upheaval, thoughtful leaders blaze paths to revival and sustainability. With *The Great Revitalization*, Dr. Alise Cortez has reimagined the events of *The Great Resignation* as opportunity knocking. With compelling insight and a deep understanding of the new economic rules, she lays down practical advice for leaders navigating organizations, and the people who comprise them, through daunting times toward unity and ultimate success. Regardless of which sector or industry you work in, you'll lead with clearer vision, build stronger teams and achieve higher levels of success after you've read *The Great Revitalization* and put Cortez' real-world advice to work.

T.D. Smyers, Captain, US Navy (ret), Founder, Principal and Executive Coach at A Bold Leader and CEO of Simple Leadership Strategies



Dr. Alise Cortez is offering all leaders a reminder packaged in the form of a gift. The reminder is of the interconnected structure of reality and of the human condition. We humans belong to each other. The gift is how pointedly she makes this point. As you read this book, it will become starkly clear that we are the cavalry we've been waiting for and the time to act is now."

*JDr. Robyn Short, Founder/CEO of Workplace Peace Institute and author of **Peace in the Workplace: Transforming Conflict into Collaboration***



The great resignation taught us that the workforce is searching for meaning and purpose in everything they do. *The Great Revitalization* is a brilliant guide to creating business and organizational cultures around purpose and meaning. This book is a valuable reminder of what organizations can be and what we want them to be. Alise Cortez brings her GUSTO to our hearts and then adds meaning to it. *The Great Revitalization* is a framework to help us and others achieve our authentic purpose. I recommend this book to everyone, regardless of your status in any organization.

Danny Barton, Chief of Police at Coppell Police Department