

## 100 Leaders of Purpose, Truth & Integrity

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### ***PROJECT BACKGROUND***

An appointed **Golden Door Ambassador** may have approached you to participate in this noble project that will impact millions.

**Golden Door** (GD) has a strategic alliance with Authentic Business for the conduct of the interviews and the compilation of the stories into appropriate mediums.

### ***THE ORGANISATIONS & THE ALLIANCE***

**Golden Door** (GD) is the brand essence of Through The Golden Door LLP, a Singapore-based social enterprise. Based on the mission for "Truth & Integrity of the Written Word", GD's overarching purpose is to facilitate the elevation of the Truth Writers to become Truth Creators. It does this through the Golden Door Awards and the Golden Door of Truth Academy.

We invite you to watch the [Official Inauguration \(5th Sep 2020\)](#). You may also watch this 2.5 min [Author's Pledge video clip](#) which gives the essence of GD from the recent 5th Sep 2020 event. To learn more, please visit : [GoldenDoorAwards.org](http://GoldenDoorAwards.org).

**Authentic Business** (AB) is the brand essence of Authentic Business Group CIC, a UK-based social enterprise. They operate globally through a network of accredited facilitators and consultancies that share our values. AB's overarching purpose is to help organizations and the communities to flourish. 'Purpose' is at the very heart of everything we do.

### ***WHY PURPOSE***

Purpose in companies is also a hot topic, and clients are asking us questions about it. Companies are at different stages. Some are founded with purpose in mind, like Patagonia or Ben & Jerry's. Others are trying to clarify their purpose, and change their business practices based on it, like Unilever or Zalando or Rio Tinto. Others are in the process of exploring a process to derive their purpose. And another group focuses on shareholder value only, and doesn't want to talk beyond financial goals.

We only work with people and organisations that care about purpose beyond financial return; clients who see the bigger picture and understand that they have a role to play in making this planet a better place for all.

We hope you allow us to record the interview, so we can focus on our dialogue and not on taking notes. We would suggest we do not share information or quote you personally outside our project team, and will not quote you personally unless we get your permission.

As an example, we will go through 5 key questions:

- 1) What does purpose mean to you?
- 2) Why is it important?
- 3) What is the purpose of your organisation?
- 4) How did you develop and instil the purpose?
- 5) What is the impact of the purpose?

This interview will be not more than 60-90 minutes, and will be conducted by the Golden Door Ambassador who invited you. It will be over ZOOM.

### ***BOOK AND / OR VIDEO SHOWCASING***

At the end of this insightful project, some of the interviews may be selected to be featured in the **Golden Truths - 100 Leaders of Purpose, Truth & Integrity** book series. Some may be featured on video, with your permission granted.

Selection is determined by the Golden Door Executive Committee.

If you are ready to participate, kindly coordinate with the Golden Door Ambassador who has invited you.

If you have any questions, we would be pleased to clarify. Feel free to reach out to [office@goldendoorawards.org](mailto:office@goldendoorawards.org).

Your truly,

In Truth & Integrity,



Tahira Amir Sultan Khan, Founder of GOLDEN DOOR - Truth & Integrity

*Co-Project Sponsor*, Andrew Chua, Founder of Authentic Business Group (CIC)