



# RAA Organisational Purpose



Finding the most compelling purpose for a changing organisation



## THE ISSUE

With a long heritage in roadside assistance and insurance, and a longer-term strategy of broadening its offer in travel, mobility and home, RAA set up a working group to define its internal purpose – one that accommodated both its heritage and its aspirations.

An internal working group had identified four possible territories for exploration.



## WHAT WE DID

Working with RAA's brand agency, milo&co, who developed mood boards for each territory, we conducted extensive internal interviews and group sessions with the primary audience of staff, management and the board, as well as with members and non-members, to understand how an internal purpose might affect how the community sees RAA.



## OUTCOME

It became clear early on that any internal RAA purpose needed to encompass the broadest perspective (held by the board) and the narrowest view (held by members) across all aspects of purpose: who the RAA exists for, its ambition, and breadth and scale of its services.

The purpose needed to be all-encompassing, but meaningful to all.

Given the RAA's size, scope, influence and trust in SA, a positioning around making life 'better' for members and SA was recommended and adopted for further development.

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