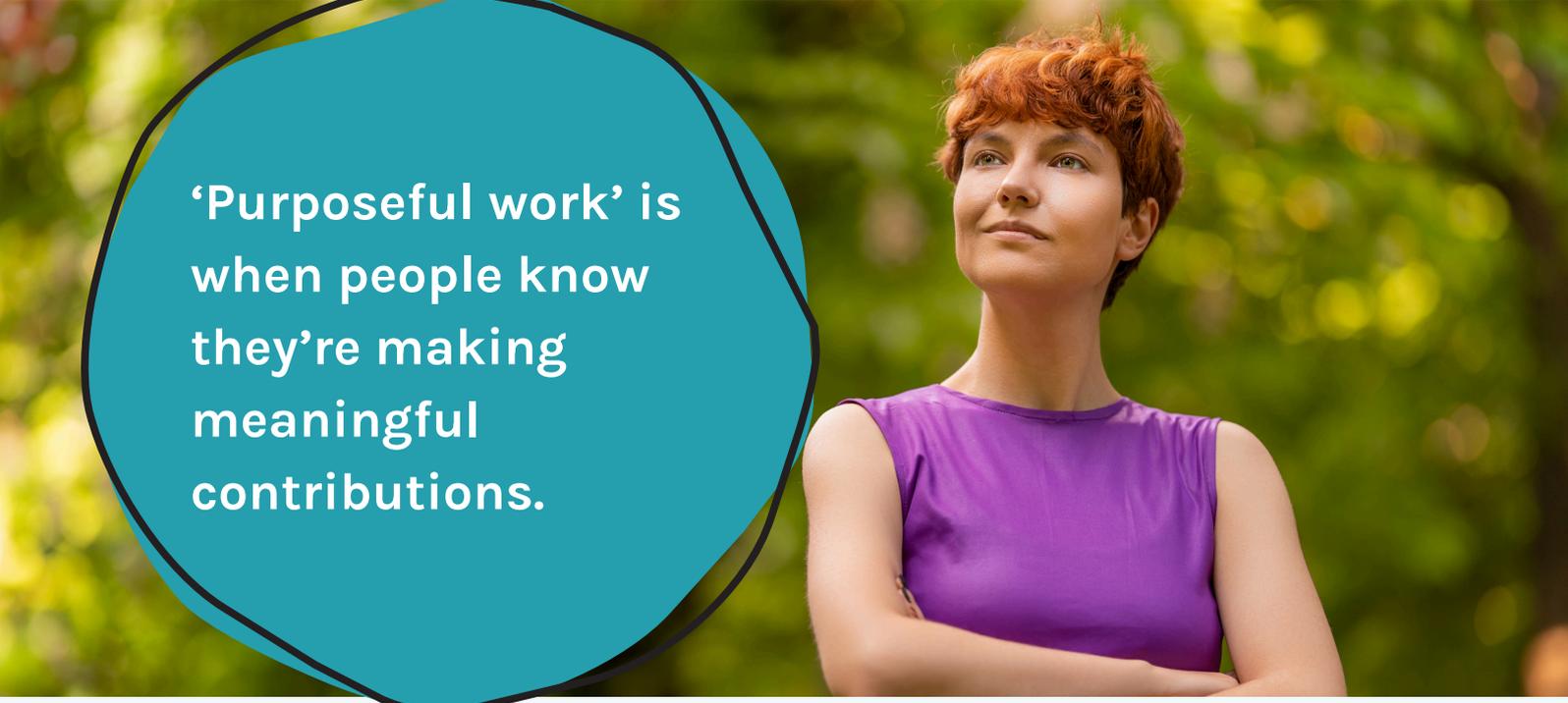




# The Power of Purpose

*Utilising the benefits of a purpose-driven workplace*



‘Purposeful work’ is when people know they’re making meaningful contributions.

Today, more businesses are adopting a purpose-driven approach – it boosts productivity, employee wellbeing and even the bottom line. Companies with purpose-driven cultures perform significantly better in profitability and employee retention, with greater job satisfaction and a higher willingness to innovate.

## How to make it meaningful

To create a purpose-driven culture, consider adapting some of these points.



### Show the bigger picture

It helps employees to find a greater sense of purpose if they understand how their work contributes to your company’s bigger picture. Connecting their daily tasks to a larger mission makes it easier for them to see why they’re making a difference. Explaining the ‘why’ elevates their tasks beyond their personal experience.



### Celebrate the wins

It doesn’t have to be a major success, any work that was completed and helped the company (or your clients) no matter how moderate, is worth sharing and praising. The more you do it, the better the effect.



### **Give your people a voice**

Purpose should be a dialogue. The people you work with will have ideas on how to improve or innovate their work. You can hold workshops and formalise the process, so they understand they're empowered to be part of the mission.



### **Match their values**

Taking the dialogue idea further, you can work with your people to better understand what they're passionate about and find ways to align their values to those of your business.



### **Encourage curiosity**

Curiosity can be the key to discovering purpose. If you build a culture where your employees feel comfortable asking questions and proposing new ideas, they can explore different aspects of their role to find their own purpose drivers.

## **The positivity of purpose**

Meaningful work has benefits to employees beyond the workplace too. It's tied to better wellbeing and meaning in life, improved social participation, increased happiness and engagement. So, the advantages spread from a personal level to their private life, then onto society at large.

## **Something on your mind?**

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