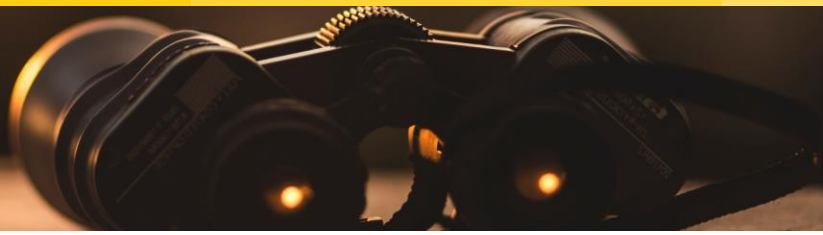


# Purpose



## Leader Talking Points

- “Purpose is the reason we work beyond financial rewards and recognition.”
- Purpose is proven to boost employee well-being, team effectiveness, and sustained organization performance.
- Purpose-oriented workers are:
  - 64% more likely to find fulfillment in their jobs.
  - 50% more likely to become leaders.
  - 51% more likely to have stronger relationships with co-workers and clients.
  - Enjoy greater psychological and physical wellbeing.
- Purpose is not a CAUSE – Purpose is an approach to work and serving others.
- Purpose is not a REVELATION – Purpose is a journey. It doesn’t come as a revelation from above but from living life awake and seeking new experiences.
- Purpose is not a LUXURY – Purpose is a universal need, not a luxury for those with financial wealth.
- Having a greater sense of purpose is linked to several health benefits:
  - Psychological and physical wellbeing
  - Reduced rates of Alzheimer’s Disease and cognitive impairment
  - Improved cardiovascular and metabolic markers
  - Increased resilience, ability to cope, motivation, and life satisfaction
  - Reduced stress and inflammation response
- Three sources of fulfillment at work:
  - Relationships – Relationships are the greatest source of meaning in our lives. This is especially true when we consider the increasing importance of teams.
  - Impact – Making an impact simply means you feel your work matters to someone other than yourself.
  - Growth – We gain a sense of growth when we stretch ourselves and take risks.