



Helping people find purpose
and engagement at work



Helping people find their purpose and connect it to their work leads to increases in engagement, productivity, wellbeing, and retention. It is a win-win for both organizations and individuals.

According to Gallup only 21% of people are positively engaged at work, 60% are emotionally detached and 19% are miserable. This is a leadership challenge and a huge waste of human potential and happiness.

This brochure makes the business case for focusing on helping people connect their purpose to their work and shows how we support organizations in doing it.



Why invest in purpose and engagement at work?

- 89% of people say that they want more purpose in their lives
- 70% say their sense of purpose is largely defined by work
- 90% of employees surveyed by HBR said they would be prepared to trade over 20% of their earnings for greater meaning at work
- 63% of people surveyed by McKinsey said they want their employer to provide more opportunities for purpose in their day-to-day work
- Only 21% of people say they are highly engaged at work

Highly engaged people bring 21% higher productivity, 30% lower turnover, 41% less absenteeism, and improvements in customer satisfaction, innovation, and wellbeing. Achieving a high level of employee engagement is a business imperative.

Over 50% of people of all ages report re-evaluating the place of work in their lives because of their COVID-era experiences. Millennials are three times more likely than others to say that they were re-evaluating work.



Time to take the next step in employee engagement

Since Gallup introduced their engagement survey in 2009, companies around the world have run annual surveys and spent billions of dollars on initiatives to improve their employee engagement.

Whilst engagement has improved, we still have a lot to do, Gallup's Global Workplace survey in 2022 found only 21% of people were engaged at work, 60% are emotionally detached at work and 19% are miserable.

Engagement surveys take a lot of time and effort and generate more and more actions that leaders need to take to create engagement in their people.

But engagement is not something you can create in others; it is something that comes from within.

Given this, we believe in giving 100% of people the tools to engage themselves, not in just expecting the 10% who are leaders to do it for them.

Purpose and engagement are personal

Only individuals can decide what their purpose is and how to create engagement in their work.

Understanding what brings meaning to you, and how to express this at work in a way that makes you engaged is a personal imperative, not just a leadership challenge.

Many of us spend 40% of our waking lives at work for over 40 years and only 20% report themselves as being highly engaged at work. Without meaningful and engaging work, it is almost impossible to have a fulfilled and happy life. How you spend your days is the quality of your life

Creating an environment where people can be engaged is a leadership challenge, but individuals also have a responsibility and a benefit in creating their own engagement.

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19%

of people are miserable at work

It pays off for organizations too

Getting people to reflect on their purpose and values and create their own engagement at work has strong business advantages, including:

- **Performance** – purpose-led companies significantly outperformed the S&P 500 between 1996 and 2011. Deloitte research found that purpose-oriented companies report 30% higher levels of innovation and 40% higher levels of staff retention.

People who find their individual purpose present in their jobs are more productive than their peers. Employees who have discovered their purpose are 49% more likely to report intrinsic motivation, 33% more likely to express higher job satisfaction, and 25% more likely to go the extra mile, according to London School of Economics research.

- **Attraction, engagement and retention** – when people feel their purpose and that of the organization are aligned, they report stronger employee engagement, heightened loyalty, and a greater willingness to stay and to recommend the company to others.

To compete in a hyper competitive market for top talent, we will need to inspire people with purpose beyond just compensation, particularly for Gen Z and millennials.

Some organizations have realised that in a time of constant change and transformation we will continually need new skills and capabilities. We can either choose to discard our existing people and hire new ones, or we can forge a longer-term, deeper relationship with our people and bring them along on the journey with constant reskilling during their careers.

It only makes sense to create this level of connection and investment with people who are aligned to your organization's purpose and values and engaged in their work.

- **Well-being** – People who live their purpose at work and are engaged are more resilient, are absent less often and report levels of well-being that are five times higher than those who do not. Creating a connection between purpose and work is a very practical and positive step to help employees improve their own well-being.

But what if they leave?

A potential objection from senior leaders in introducing a program like this is the possibility that people find they do not share the purpose and values of the organization and they may leave.

Organizations who have introduced this approach have found that this indeed does happen in a small number of cases, but that generally these were people who it was evident didn't share the values and purpose of the organization. They probably wouldn't have been around for long anyway.

Whilst, according to a 2022 McKinsey survey, 79% of people who experience low engagement are likely to leave their current employer, 21% are likely to stay, and these are probably the bigger problem as they do their work in a disengaged way.



How do we help?

We run face-to-face workshops and webinars to help people discover their purpose at work and create their own engagement.

Leading organizations are already investing in workshops like these. 92% of people in Unilever who attended their own internal 'Discover your purpose' workshop reported having jobs that inspired them to go the extra mile. Of those who didn't attend the workshop, only 33% gave a similar response.

A 2-step approach

Based on the learning from other organizations we recommend a 2-step approach.

- Part 1 is focused on helping individuals clarify their personal purpose, values and meaning, and introducing seven principles with tools for engaging more at work

- Part 2 is optional and focused on connecting more strongly with the organization's purpose and values

For Part 2 we will work with you to tailor the program to your organisation's purpose and values or equip you to run it in house yourself.



PART 1

Finding purpose and meaning at work

Clarify what brings meaning to you and how you can connect this to your work.

- Introduction to purpose at work
- What's in it for you and your organization
- Purpose is personal - finding your purpose and meaning
- Exploring your values, strengths, and passions – tools, techniques, and exercises to bring personal clarity
- Connecting this to your work

Building your own engagement at work

Learn how to take control of your own engagement at work and evolve your job to be more fulfilling.

- Owning your own engagement
- Understanding how you can build your own engagement and fulfilment at work
- Seven key principles and tools and practices
- Applying the principles to your reality
- Overcoming resistance to making the change



PART 2

Connecting to our organisation's values and purpose

Connecting our personal purpose and values to our organisation.

- Where and how can we connect with our organization's values and purpose
- How can we evolve our tasks, relationships and mindset to incorporate more opportunities for engagement and fulfilment
- Applying the principles from finding purpose at work module to our own work and that of our team

Delivery method

- Part 1 can either be run as a one-day face-to-face workshop, or 2 x 3-hour web seminar
- Module 2 can be run as 1/2 to 1 day face to face workshop or as a 3-hour web seminar

Both can be run as open enrolment programmes within the same organisation or for intact teams or departments. We can also provide support materials and licencing to enable you to run these modules internally yourself.

Why us

Global Integration have been pioneers in new ways of working for nearly 30 years, we've trained over 150,000 people around the world in how to succeed in complex organisations. Our motivation in this program is to help organisations improve engagement, productivity, well-being, and retention.

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Our sister company Your Portfolio Life was formed to give individuals the tools and skills to actively design more meaningful, engaged and fulfilling lives and careers. Our motivation is to help individuals take ownership for their lives and careers and increase their engagement, happiness and well-being at work.

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