UNLOCKING PERFORMANCE WITH PURPOSE.

@ARTHURWOODS  //  APRIL 22, 2016

Imperative.
“I don’t want to wait until retirement to experience purpose.”

- GOOGLER
The pro bono work that I do is more fulfilling than my paycheck job.

- PRO BONO CONSULTANT
My purpose is to help influence the rest of people's actions.

Learning is the key to living.
MYTHS OF PURPOSE

+ Purpose isn’t a cause
+ Purpose isn’t a revelation
+ Purpose isn’t a luxury
PURPOSE ORIENTED WORKER.
HOW WE GAIN PURPOSE:

+ Relationships
+ Impact
+ Growth
WORKFORCE
PURPOSE INDEX.
WORKFORCE PURPOSE INDEX RESULTS.

- 43% NON PURPOSE
- 28% PURPOSE
- 29% POTENTIAL

LEAD WITH PURPOSE // 16
LONGER TENURE.

The graph shows a comparison between Purpose Oriented and Non-Purpose Oriented groups. The Purpose Oriented group has a higher percentage (79%) compared to the Non-Purpose Oriented group (69%).
HIGHER EMPLOYEE NET PROMOTER.

The graph shows the eNPS score by work orientation. The purpose-oriented group has a score of 24, while the non-purpose-oriented group has a score of -9.
HIGHER FULFILLMENT.

Impact  Relationships  Growth

<table>
<thead>
<tr>
<th>% of Workers Who Believe Their Work Makes an Impact</th>
<th>% of Workers Who Experience Meaningful Relationships at Work</th>
<th>% of Workers Who Believe Their Work Makes an Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose Oriented  77%  50%</td>
<td>Purpose Oriented  68%  45%</td>
<td>Purpose Oriented  62%  45%</td>
</tr>
<tr>
<td>Non-Purpose Oriented  77%  50%</td>
<td>Non-Purpose Oriented  68%  45%</td>
<td>Non-Purpose Oriented  62%  45%</td>
</tr>
</tbody>
</table>

LEAD WITH PURPOSE // 19
PURPOSE BY INDUSTRY.

48% HIGHEST: EDUCATION

17% LOWEST: RETAIL
HIGHER PERFORMANCE.

30%
HIGH FULFILLMENT DRIVES PERFORMANCE.
DRIVING PURPOSE THROUGH JOB TAILORING.
OUR UNIQUE BLUEPRINT FOR PURPOSE.
WHO YOU IMPACT

Individual
Organization
Society

WHY YOU WORK

Karma
Harmony

HOW YOU SOLVE PROBLEMS

Human
Community
Structure
Knowledge
What type of work will fulfill me?
What is my ideal team culture?
Where should I volunteer & donate?
What is my natural leadership style?
How can I best collaborate with others?
How can I grow to realize my potential?
THE MOVE TOWARD PURPOSE.
PURPOSE IN THE TALENT LIFECYCLE
Sr. Medical Assistant
Cardiology, Board Certified, Female, Age 42

Pinnacle Heart Clinic
Pinnacle University Medical Center
7769 E. Beltline Hwy, Suite 200
Denver, CO 80202
Phone Number & Directions

Heart Health Today

Overview
Background
Care Quality
Patient Satisfaction
Appointments & Offices

TALENT BRANDING FOR PURPOSE

LEAD WITH PURPOSE // 32
HIRING FOR PURPOSE

What is your Purpose?

Thinking about your ideal work environment:

What motivates you the most in your work?

Drag and drop the following in order of preference:

1) I'm motivated by advancing standards of excellence
2) I'm motivated by addressing the needs of individuals
3) I'm motivated by expanding unbiased knowledge
4) I'm motivated by empowering groups of people
ONBOARDING THROUGH PURPOSE DRIVERS
SUPPORTING

JOB TAILORING
DEVELOP PURPOSE-DRIVEN LEADERS
THE FUTURE OF HR.
IDEAS TO ACTION.

+ Combat purpose myths
+ Look for what uniquely drives your people
+ Experiment with purpose in part of your talent lifecycle
Thank You.

@ArthurWoods
arthur@imperative.com