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How purpose can transform your business

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Why did you go to work today?



Connecting with Your Purpose

Purpose is the inward intent that drives your outward action.

- Aligning your heart, head and hands
- Reaching your fullest potential

Who do you know who lives on purpose?

- How do you know
- Have they always lived on purpose



Poll

Unlock Your Purpose

- From family and friends who knew me when I was very young, I have that my “special gift” is _____. How have these “gifts persisted in your life?
- Clues to writing your personal purpose statement
 - What are my strongest beliefs?
 - Community: What do you think your responsibility is to others?
 - Service: What is life asking of you, today?
 - Values: What do you stand for?
 - Legacy: What do you think your life’s legacy will be?
 - Wisdom: Who are the wise elders in your life? What is their advice?
 - Compassion: What do you think is its nature and importance?
 - Source: If you have a concept of God or a Higher Power, what do you think the Source is expecting of you?
- Gifts + Vision + Values = Purpose or Calling

Live Longer & Better

- Live Longer

Blue Zones researchers found that people who have a clear sense of purpose about their life tend to live about seven years longer than those who don't (The Blue Zones Solution)

- Live Better

Purpose is one of the 5 interrelated elements of well-being to Employees with the highest levels of well-being cost their employees a fraction of those with low or suffering well-being

- Purpose
- Social
- Financial
- Community
- Physical

Improve Well-Being and Lower Costs

- High well-being employees cost approximately \$840/year in lost productivity
- Low well-being employees cost a staggering \$_____/year in lost productivity

Improve Well-Being and Lower Costs

- High well-being employees cost approximately \$840/year in lost productivity
- Low well-being employees cost a staggering \$28,800/year in lost productivity

Connect with Purpose : Improve Work

- Fewer than 50% of Americans find meaning at work
 - Investing in making work meaningful can lead to higher productivity
 - Employees who derive meaning from their work are more than 3x likely to stay with their organization
- Employees who find meaning in their work are 93% more engaged
- Employees with sense of purpose and passion outperformed their counterparts by 16% and experienced 125% less burnout

Connect with Purpose : Attract Top Talent

- Millennials
 - Why?
 - Seven in ten young adults consider themselves social activists
 - Four in Five will purchase from a company that supports a cause they care about
 - Three in Four will think more highly of a company that supports a social cause
- Companies
 - In past 3 years, 58% of companies with a clearly articulated and understood purpose experienced growth of +10%

Poll



How to Connect Purpose with Workplace

Sharing is Caring

- Purposefully review and / or write your company vision or purpose
- Prominently Display
 - WHY: Employees who are aligned with your company's purpose are healthier (cost less), happier (more productive and engaged), and live longer
- Organize or promote a purpose workshop
 - WHY: Research suggests that people with a strong sense of purpose live longer and have less disability and reduced risk of cognitive impairment later in life
- Offer ongoing onsite developmental workshops, seminars and/or lunch-and-learns to all employees
 - WHY: ongoing developmental workshops foster learning and social connections which is attractive to new hires and increases retention
- Create tuition – reimbursement and/or professional training/development policy
 - WHY: providing employees with opportunity to update knowledge, skills, and abilities can make a big difference in employees' lives and the bottom line by investing in the education of the workforce

Give Back To Your Community

- Adopt formal policy that supports employee volunteer activities within the community
 - WHY: Creating the sense that your organization and community work together for a common goal is good for your employees' well-being and, therefore, your business
 - People who volunteer have lower mortality rates, are less likely to be depressed, have increased life satisfaction and psychological well-being
- Provide opportunities for employees to connect and give to charitable institutions
 - WHY: workplace giving activities help employees make sense of their place within the organization in a positive manner and reinforces the idea they are part of a larger, altruistic movement based on values, social justice and giving

Living & Working On Purpose

One should not search for an abstract meaning in life. Everyone has {his or her} own vocation or mission in life to carry out a concrete assignment which demands fulfillment.

- Viktor Frankl, *Man's Search for Meaning*

Resources

- Man's Search for Meaning, Viktor Frankl
- Repacking Your Bags, by Richard J. Leider & David A. Shapiro
- The Blue Zones: Lessons for Living Longer by the People Who've Lived the Longest, by Dan Buettner
- Whistle While You Work, by Richard J. Leider & David A. Shapiro
- How to Live to be 100+, by Dan Buettner – TEDX
- www.SuccessWithoutApology.com, by Rachael Melot

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The Ten Commandments
of
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