



ILLUMINATE

YOUR PURPOSE

Organizational Fingerprint



Ama la Vida

KEY

INSIGHTS

With several significant organizational **changes** occurring recently, including a change in strategy which required a large reorganization, ABC Company was in search of a way to demonstrate it **values its employee base** as well as build **collaboration** capabilities among the newly formed teams.

ABC Company on average has a 23 year **age difference** between senior leadership and staff level employees and wanted to employ a development strategy which would **engage its Millennial** audience and encourage the team to speak a **common language**.

Through the roll-out of the Illuminate Your Purpose program, the organization now has a **consistent framework** for discussing personal Purpose and individual attributes, and employees have increased clarity around their **contribution** to the organization.

MEANING AND IMPACT

Meaning and impact consistently surfaced as the most important values to employees. Employees now feel 40% clearer about how their work contributes to the organization.

CAREER PROGRESSION

70% of employees set 6 month goals around career progression. Employees want to grow and progress within the organization but still lack clarity on their their career path options within the company.

PURPOSE AND SUPPORT

On average, employees feel 100% clearer about their Purpose and significantly more supported by the organization to live out their Purpose at work.

"I ENJOYED THE OPPORTUNITY TO FIND WAYS TO INTEGRATE ALL OF THE CORE MEASURES FROM BOTH A PERSONAL AND PROFESSIONAL PERSPECTIVE IN ORDER TO LIVE OUR BEST LIFE."

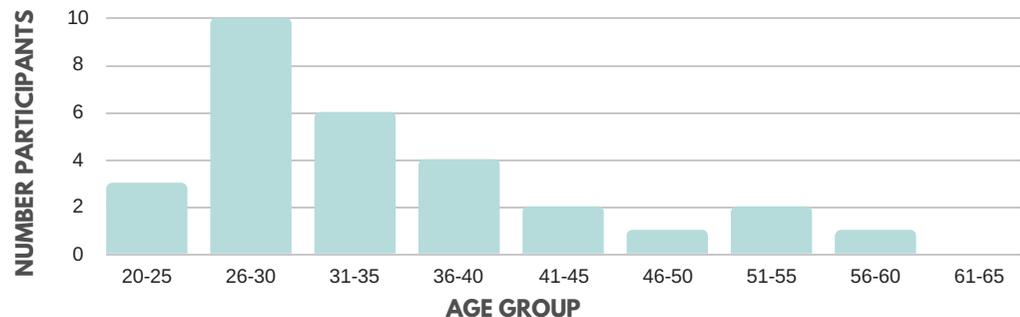
PARTICIPANT DEMOGRAPHICS

30 EMPLOYEES

The Project Management team was selected to participate in the pilot with the intent of rolling the program out more broadly after understanding results and impact

- **40% male 60% female**
- **23 analysts, 5 managers, 2 senior leaders**
- **1 functional group with 5 sub-teams**

AGE DISTRIBUTION



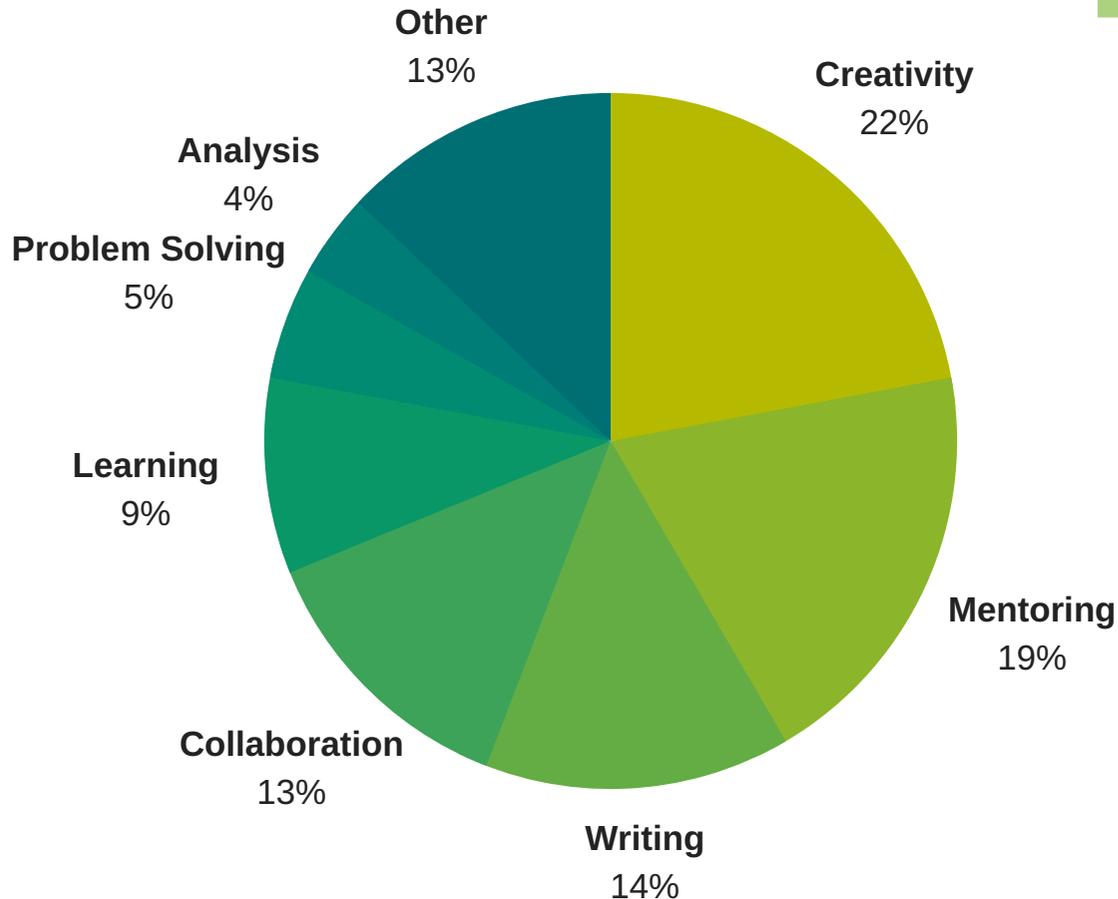
THE RESULTS

Self-assessment scores increased nearly across the board after completion of the program. Not only do employees have significantly increased self-awareness, but they also have gained confidence and a feeling of support for how they can make positive changes in their work life

SELF ASSESSMENT QUESTION	MEDIAN BEFORE	MEDIAN AFTER	CHANGE
I feel very engaged at work	5	6	↑ 20%
I feel motivated to go to work everyday	5	5	→ 0%
I feel energized when i'm at work	5	7	↑ 40%
I know the principles that guide my behavior	7	8	↑ 14%
I know what i'm good at	7	9	↑ 29%
I am aware of what excites and motivates me	6	9	↑ 50%
I know what my Purpose is in life	4	8	↑ 100%
I feel confident about how to live out my Purpose	3	7	↑ 133%
I feel supported to live out my passions at work	4	7	↑ 75%
I feel supported to live my purpose at work	4	6	↑ 50%
I can see how my work contributes to the organization	5	7	↑ 40%
I have a clear vision of my career path within the organization	3	4	↑ 33%

"THESE CONCEPTS ARE NEVER DISCUSSED IN THE WORKPLACE AND HELP DRIVE ENGAGEMENT IN YOUR PERSONAL AND PROFESSIONAL LIFE."

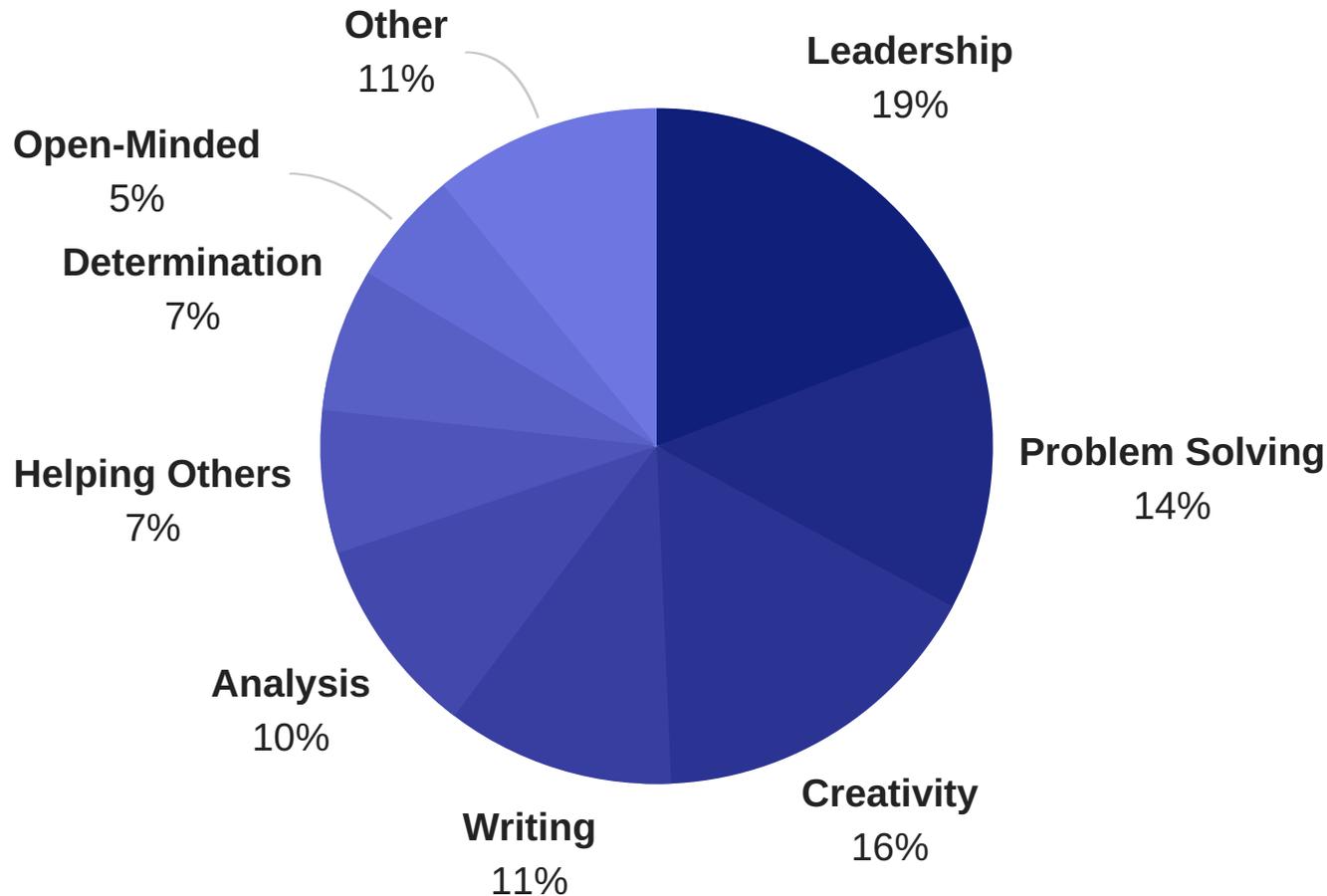
PASSIONS



- While in a very process-oriented role, the top passion among Project Managers was creativity. Providing employees with opportunities to be creative will help increase their engagement at work
- Though the majority of participants are in staff-level positions, mentoring is a common passion. Only 4% of Project Managers are involved in ABC Company's recently implemented mentorship program

"THE PURPOSE PROGRAM HELPED ME ESTABLISH MY TOP FIVE PASSIONS, GIFTS, AND VALUES AND HAS ALLOWED ME TO ASSESS NOT ONLY THE PASSIONS THAT GET ME OUT OF BED EVERY MORNING, BUT ALSO WHAT SKILLS ALLOW ME TO OFFER MY ABSOLUTE BEST SELF TO THE WORLD."

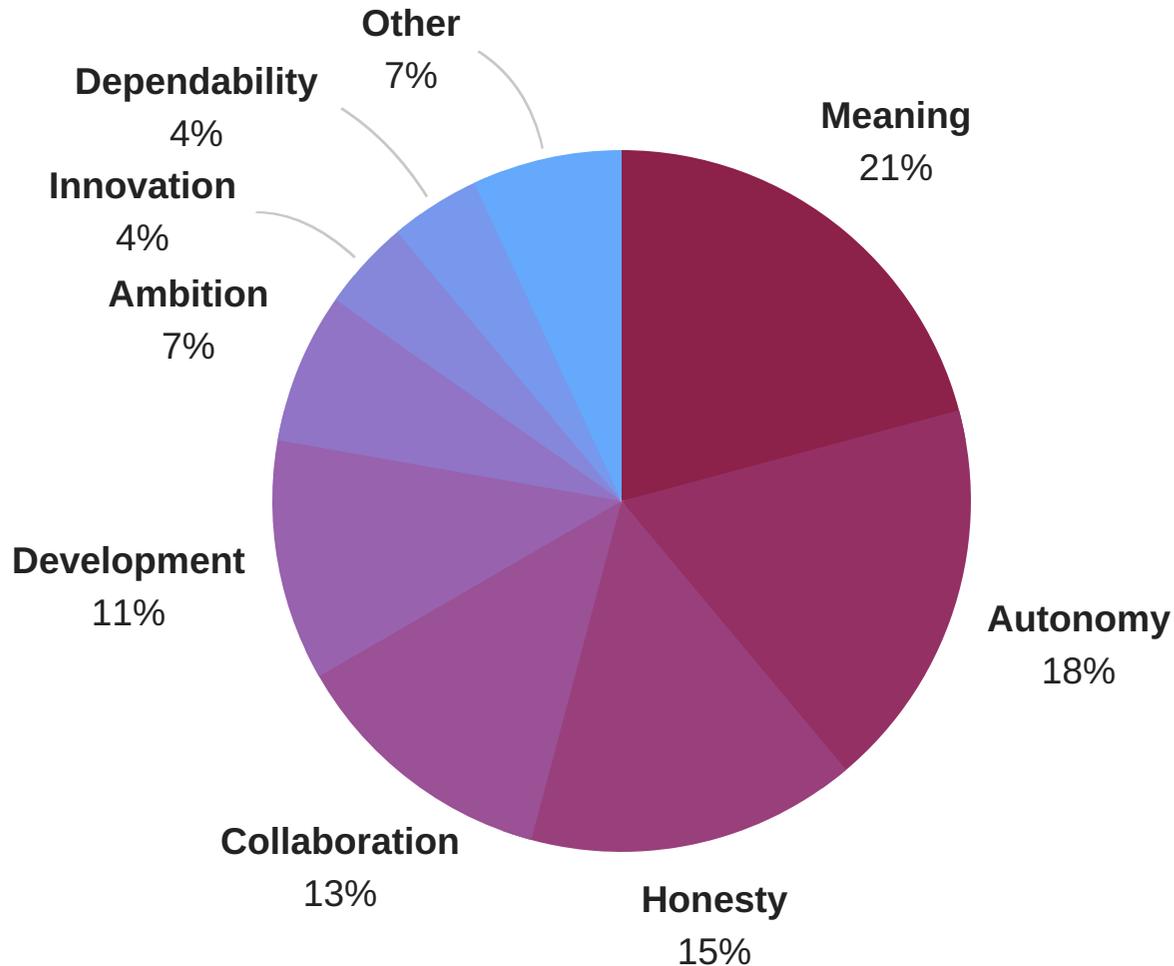
GIFTS



- Providing employees with opportunities to lead initiatives and take full ownership of their work will help increase engagement and performance
- Creating a culture where innovation is recognized and celebrated will draw on employees' creativity and problem solving skills while engaging their inner leader

"THE PROGRAM ENABLED MY TRUE CAPACITIES TO BE REALIZED WHILST ALSO STRENGTHENING MY ABILITY TO BUILD POSITIVE OUTLOOKS AND SET ATTAINABLE GOAL"

VALUES



- The team's top value was having meaning in their work. Highlighting and recognizing how each employee's work contributes to the team and the organization will help them feel more valued and engaged
- Micro-management will not work well with employees. Provide ample scope for autonomy

"I REALLY ENJOYED DIVING INTO MY VALUES, BECAUSE I LEARNED THAT TWO OF MY VALUES CONFLICT WITH ONE ANOTHER. THAT JUST REINFORCED TO ME THAT I NEED TO FIND A BETTER BALANCE IN MY LIFE TO TRULY BE HAPPY."

PURPOSE

WHAT ARE THE COMMON THEMES?

- **The word "Impact" showed up 20 times**
- **The words "Leading" and/or "Empowering" showed up 14 times**
- **The word "Relationships" showed up 11 times**

Your employees are driven by building relationships, empowering others and making an impact. This is well-aligned with [your organization's mission](#) to get to know its customers and create a customized approach to grow their businesses.

Creating an environment where employees feel supported to live their Purpose and understand a clear linkage between their Purpose and the organizations' will lead to [engagement, productivity and retention](#).





INtegrate

The most common themes that surfaced when setting goals and plans to start, stop and continue behaviors at work related to mentorship, responsibility and career progression and greater collaboration.

Start Mentoring

Many employees included mentoring as part of one of their goals or as something they wanted to start doing more , which is timely given your recent mentorship program roll-out

More Ownership and Responsibility

70% of your employees developed a goal that related to having either more ownership, greater responsibility or achieving a promotion. However, your median score for knowing their career path within the organization was a 4

Better Leverage My Diverse Team

Many employees want to make a more of an effort to leverage the strengths within their team and collaborate more or better.

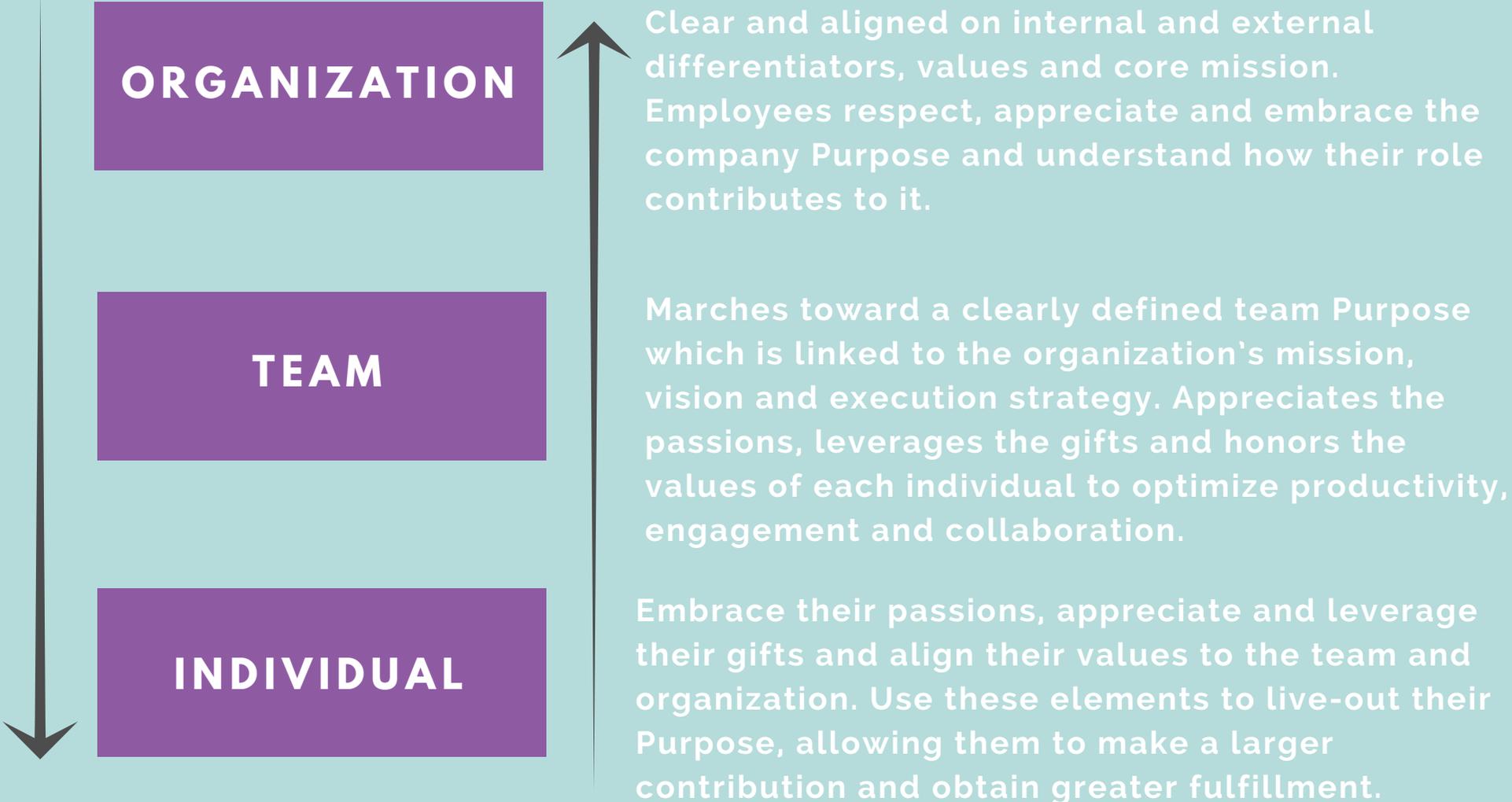
OUR

RECOMMENDATIONS



- 1 Your employees crave **meaning and impact**. We recommend conducting a 4 hour workshop for the Project Management team to solidify their new insights, build collaboration skills and draw clear ties between individual Purpose and organizational and team mission.
- 2 Your employees love to lead and consistently set goals around **leadership and career progression**. Given low assessment scores on clarity of career path within ABC Company, we recommend you evaluate the structure and communication of career growth opportunities within your organization.
- 3 We recommend a 3-6 month engagement to coach your 5 mid-level managers. As new leaders, we believe these managers can build their leadership capabilities and support their teams in tapping into their **creativity** and work more **autonomously**.

PURPOSE DRIVEN ORGANIZATION



ORGANIZATION

Clear and aligned on internal and external differentiators, values and core mission. Employees respect, appreciate and embrace the company Purpose and understand how their role contributes to it.

TEAM

Marches toward a clearly defined team Purpose which is linked to the organization's mission, vision and execution strategy. Appreciates the passions, leverages the gifts and honors the values of each individual to optimize productivity, engagement and collaboration.

INDIVIDUAL

Embrace their passions, appreciate and leverage their gifts and align their values to the team and organization. Use these elements to live-out their Purpose, allowing them to make a larger contribution and obtain greater fulfillment.