

# Q08

# The mission or purpose of my company makes me feel my job is important.

## HELP ME SEE MY IMPORTANCE

Employees want to believe in what their employer does. Excellent performance occurs when people are deeply attached to a sense of purpose in their lives. When employees feel that their job is important, they want to do more of it.

At a fundamental level, we all need something to do — and ideally, this is something that we believe in and look forward to doing at work every day.

When people believe in what their employer does and feel a connection between the work they do and their personal mission, they are more likely to stay with the organization and feel like they are an integral part of something bigger than themselves.

In the Gallup database, 25% or more of the workers in retail trades, financial services and chemical manufacturing strongly agree that the purpose of their company makes them feel their job is important.

Mission-driven workgroups suffer 30% to 50% fewer accidents and have 15% to 30% less turnover.



While many see money as the best motivator at work, often this is not true. It is common for employees of highly engaged workgroups, from entry level to senior executives, to mention having turned down higher pay to join or remain with a company they believed would provide more meaningful work with a more enjoyable team.



Belief that one is doing something meaningful is important to a person's psychological and even physical health.

*At face value, connecting an employee with a company's mission or purpose seems simple — but it's not.*

The most effective managers help cultivate a feeling of purpose among employees by clarifying the organization's mission and how it relates to their daily work.

As a manager, you should routinely ask yourself:

- ✓ Does my team understand the organization's mission or purpose?
- ✓ How does my team live out the organization's purpose on a daily basis?
- ✓ How am I living out the organization's mission or purpose?
- ✓ How am I setting priorities based on the organization's mission or purpose?

## Three Important Things to Focus on



## **HELPING YOUR EMPLOYEES APPRECIATE THEIR IMPORTANCE**

It is common for employees of highly engaged workgroups — from housekeeping to senior executives, from nurses to physicians, from accountants to radiologists — to mention having turned down higher wages to join or remain with an organization they believed would provide more meaningful work with a more enjoyable team.

## **ENGAGING CONVERSATIONS**

The best managers recognize that front-line employees need to feel connected to the company's mission or purpose for that company to translate its passion and vision to its customers. To help employees feel united with the company's mission, great managers ask their employees:

- When do you feel your job is important?
- What about your role makes it fulfilling to you?
- Has a customer ever told you that you helped him or her or made a difference?
- What causes you to take pride in working here?
- How would you describe our company's mission or purpose?
- What is your personal mission or purpose in life?
- What about our company's mission or purpose connects with you?
- How are you living out our company's mission or purpose in your everyday interactions with our customers?
- Do you feel that your team members share a sense of mission with you? Why or why not?
- What could we do more of as a team to embrace and fulfill the organization's mission or purpose?
- What is most important to us as a team?

## **BEST PRACTICES**

The most effective managers bring the organization's mission or purpose to life by incorporating the following behaviors into their management style and approach:

- Discuss what the organization's mission means and how each person connects to it.
- Make the organization's mission or purpose a discussion point in team meetings.
- Connect daily tasks to the bigger purpose.
- Encourage opportunities for teamwork and a sense of belonging.
- Help build support for and commitment to the organization's mission.
- Model the behaviors and actions you want your team members to live out.
- Recognize when team members go above and beyond their duties to connect with the organization's mission or purpose.
- Involve your employees in writing a team mission statement.
- Celebrate outstanding performance. Talk about the implications of these types of performance.