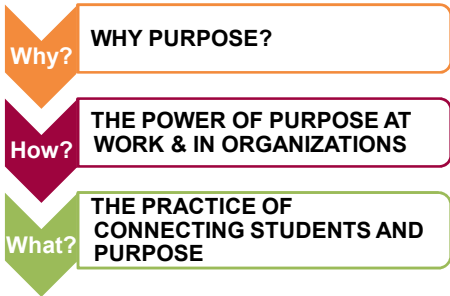


The Purpose Advantage

How Purpose is Transforming Work & Careers

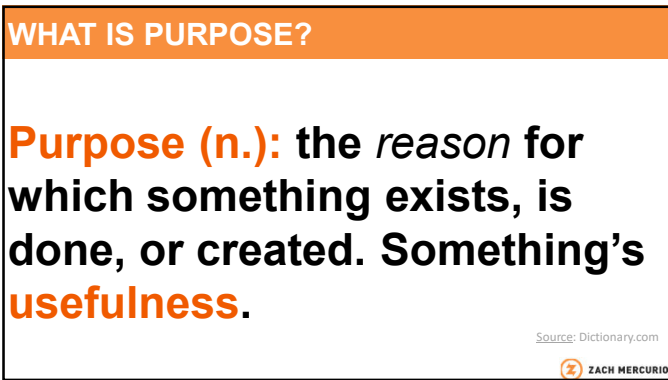
Zach Mercurio
Author, The Invisible Leader
Purpose & Meaningful Work Consultant





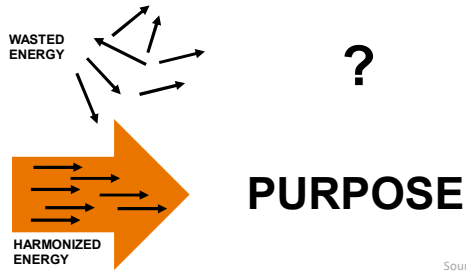








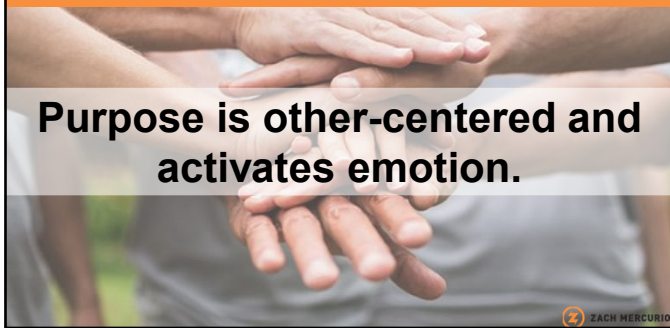
WHY PURPOSE?



Source: Senge, 2006



WHY PURPOSE?



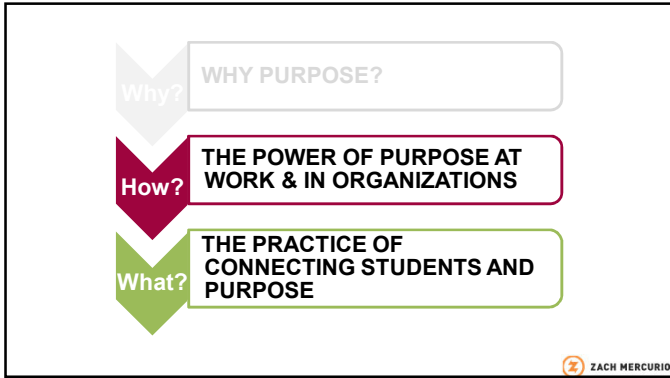
WHY DOES PURPOSE WORK?

“We are not thinking machines that feel; rather we are feeling machines that think.”

– Antonio Damasio, *The Descartes Error*

Sources: Ted.com; Damasio, 2006








THE POWER OF PURPOSE AT WORK

80 % of people studied would continue to work if they won the lottery.

#1 rank globally as important by workers: "self-realization" and "meaningfulness."

51 % of workers would take a lower paying job with more meaning.

Sources: Morse & Weiss, 1955; Šverko & Super, 1995; Kelly Global Workforce Index, 2009




THE POWER OF PURPOSE AT WORK

4
Times more engaged at work.

#1
Factor in job satisfaction.

50
% more likely to be promoted.

Sources: Gallup, 2014; NYU/Imperative, 2015



THE POWER OF PURPOSE AT WORK

7
Average number of years longer people with purpose live.

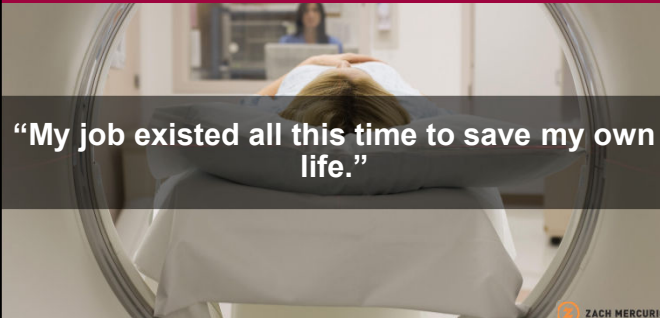
42
% More likely to learn something new everyday.

2
times more likely to be content.

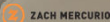
Sources: Hill, 2014; Leider, 2015



THE POWER OF PURPOSE AT WORK



“My job existed all this time to save my own life.”



THE POWER OF PURPOSE AT WORK



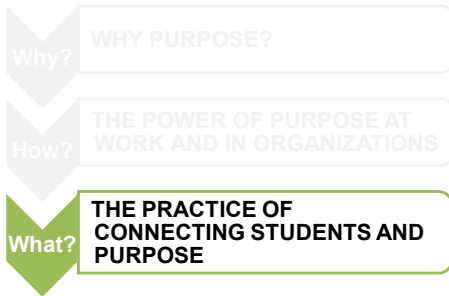
Skills of top employees:

1. Generosity
2. Curiosity
3. Empathy
4. Emotional safety

Source: Google, 2013

Technical skills and experience? Dead last.





PURPOSE AND CAREER CENTERS

- **Less than half** of Generation Z respondents indicated that they had a desire to work in the private sector.
- The top 3 work values of Generation Z are: **meaningful work**, pride in organization, passion.
- For the first time, we may be seeing a generation prioritizing **purpose** in work.

Source: Lovell Corporation, 2017



THE PRACTICE OF PURPOSE



People can learn a purposeful mindset.



THE PRACTICE OF PURPOSE

How?

1. Reframe the big question.
2. Focus on identifying contribution and impact.
3. Have students state a purpose.



REFRAME THE BIG QUESTION



Helpfulness and usefulness = "the happiness trifecta" = motivation



FOCUS ON IDENTIFYING CONTRIBUTION AND IMPACT

HOW TO FIND YOUR PURPOSE

Do your career development practices overemphasize these?

★ Purpose

LEADING THE WAY BY ZACH
ZACH MERCURIO

FOCUS ON IDENTIFYING CONTRIBUTION AND IMPACT

The Purpose Journal*

- What were you good at? (TALENT)
- What did you love doing? (PASSION)
- What did you notice that could be better? (CONTRIBUTION)

*Template in workbook e-mailed to participants.

LEADING THE WAY BY ZACH
ZACH MERCURIO

FOCUS ON IDENTIFYING CONTRIBUTION AND IMPACT

The power of a human story.

Source: Grant et al., 2005
ZACH MERCURIO

WRITING A PURPOSE STATEMENT



I exist to _____ (verb)
_____ (who?) to
_____ .
(think/feel/do what?)*

*Template e-mailed to participants.



WRITING A PURPOSE STATEMENT

Anatomy of an Effective Purpose

- ✓ Does it inspire **self-transcendence**?
- ✓ Is it **authentic** and detached from "what's" or "how's"?"
- ✓ It is consistently visible and revisited?



THE PRACTICE OF PURPOSE

Career ≠ Purpose

The career is one expression or delivery mechanism of purpose, not the purpose itself.



THE PRACTICE OF PURPOSE

When students learn to uncover purpose where they are, and think in terms of impact and contribution – motivation and career success follow.



THE PRACTICE OF PURPOSE

“Don't aim at success. The more you aim at it and make it a target, the more you are going to miss it. For success, like happiness, cannot be pursued; it must ensue, and it only does so as the unintended side effect of one's personal dedication to a cause greater than oneself.”

- Viktor Frankl, Author of Man's Search for Meaning, Psychiatrist



Thank you!

Questions?