



What is your purposeful culture style?

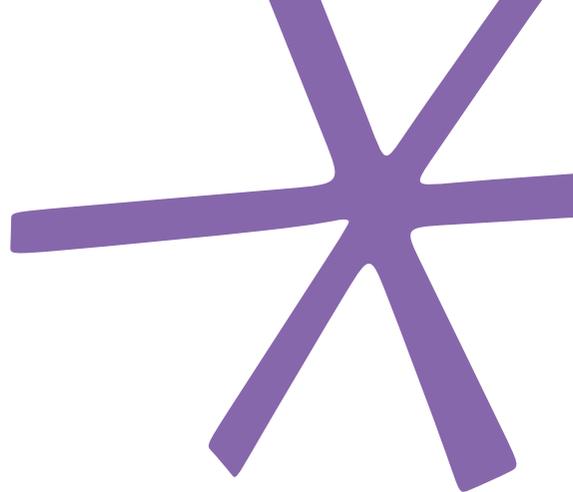
A short diagnostic & practical playbook for HR, L&D and CSR teams.

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**REGEN
EROUS**

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Why purposeful culture matters now

Purposeful culture is no longer a "nice to have."

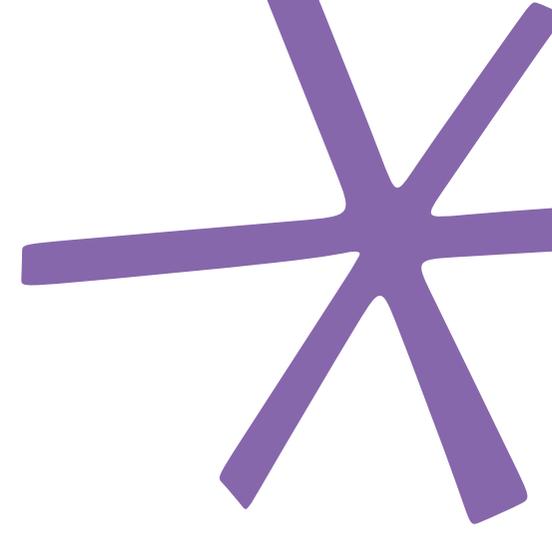
It's how organisations attract and keep talent, build resilient teams, and create measurable impact that customers and partners notice. This diagnostic helps you discover your dominant style and gives three immediate actions your team can try this month.





The State of Workplace Culture Report '25

- Most people expect work to give them meaning: 86% of Gen Z and 89% of millennials say a sense of purpose is important for job satisfaction and wellbeing. [HRZone](#)
- Purpose can drive performance: research and practitioner reviews show that organisations that move from a vague "why" to practical "how" can improve retention, motivation and long-term performance. [McKinsey & Company](#)
- Employee engagement is fragile: only around one-in-four employees report being engaged at work — showing a big opportunity for culture-led improvement. [Gallup.com](#)
- Purposeful business is growing: there are now thousands of certified B Corps worldwide — the movement continues to expand as businesses formalise social and environmental goals. [B Lab U.S. & Canada](#)
- Real-world commitment: brands like Patagonia have modelled sustained giving and planet-first commitments for decades (and continue to invest directly in environmental causes). [Patagonia](#)



**What is your purposeful
culture style?**



01

Mission Makers

Rallying around a bold mission

Your organisation mobilises people around a clear social mission. You measure impact and use those numbers to steer decisions and celebrate wins.

Signs this is you

- Everyone can state the organisation's mission in one sentence.
- Teams publish (or discuss) impact metrics regularly.
- Leadership often frames decisions in terms of mission trade-offs.

Popular playbook examples:

- Impact Days / Impact Share — short sessions where teams share data-stories and learnings.
- Public dashboard — one simple metric surfaced every week.
- Mission sprints — rapid 2-week tests aligned to mission goals.

Quick Wins

- Run a 30-minute Impact Share in a team meeting.
- Publish one team-level metric for the next 4 weeks.
- Launch a 2-week mission sprint and capture outcomes.



02

Values-Driven Architects

Values as scaffolding

Your organisation uses values as a practical framework — hiring, appraisal and processes reflect what you stand for, not just what you say.

Signs this is you

- Values are built into job descriptions and appraisals.
- Onboarding includes “how we live our values.”
- People are recognised for “values in action.”

Popular playbook examples:

- Values-in-action awards — regular micro-recognition with simple nominations.
- Values checklists for hiring & promotions — consistent questions and scoring rubrics.
- Onboarding modules that teach behaviours, not just policies.

Quick Wins

- Add one values question to your next interview round.
- Run a short “Values in Action” nomination and celebrate the winner.
- Insert a values checkpoint into the next project kickoff.



03

Community-Catalysts

Co-create with your stakeholders

You design with, not for, beneficiaries, customers and partners. Co-creation and partnership are central to how you deliver impact.

Signs this is you

- You involve external partners at design stage.
- Pilots are co-created and iterated with community feedback.
- Partnership briefs and shared KPIs are common.

Popular playbook examples:

- Co-creation sprints with partner NGOs or user groups.
- Stakeholder advisory panels that help shape programmes.
- Pilot partnership briefs that make value exchanges explicit.

Quick Wins

- Run one 90-minute co-creation sprint with a partner.
- Create a one-page partnership brief and test it with a single partner.
- Invite a community rep to your next product retrospective.



04

Purpose-Pragmatists

Balancing impact and business reality



You're rigorous about performance and pragmatic about trade-offs: you measure both financial and impact returns and use simple frameworks to make decisions.

Signs this is you

- Decisions use an impact-vs-profit lens.
- Teams track a balanced scorecard (financial + social KPIs).
- Pilots are tested with business-case thinking and sponsor buy-in.

Popular playbook examples:

- Impact-vs-profit grid for quick decisions.
- Balanced scorecards that pair one impact KPI with commercial measures.
- Sponsor-led pilots with clear resourcing asks.

Quick Wins

1. Use a one-page impact-vs-profit grid on one current decision.
2. Publish a small balanced scorecard with one impact metric.
3. Build a short sponsor pitch for a promising pilot.

Case Studies



- 1 Patagonia** (environmental giving & activism):
Patagonia has modelled long-term giving and environmental commitment, pledging sales and funding to conservation causes for decades and continuing to invest significantly in environmental projects.
- 2 B corps movement** (growing ecosystem):
Thousands of companies worldwide now certify as B Corps — formalising social & environmental standards and using the B Impact Assessment to improve practices. (See: [B Lab movement growth](#)).

Examples

- **Skills-based volunteering:** corporate teams lend professional skills to charities (marketing, finance, HR) to create immediate impact and durable capacity.
- **Impact dashboards:** teams publish a single monthly metric to keep mission front-and-centre.
- **Mini-pilots / internal secondments:** short-term role swaps or secondments to accelerate capability-building.





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You don't need to retreat to the Himalayas or live like a monk to find meaning. Purpose is all around you – start with tiny, deliberate steps toward something that matters.

Andrea Gamson

Founder, **Regenerous** | Author of **Social Starters: Make Changing the World Your Business**

**SOCIAL
STARTERS**

Make changing the
world your business

Andrea Gamson

Working with Regenerious

We bring together different groups of people to create change through solving business problems with social entrepreneurs.

www.socialimpact.support



The logo for REGENEROUS, featuring the word 'REGEN' stacked above 'EROU' in white, bold, sans-serif capital letters on a black square background.

What we do



01

1-Day Hackathon Events

We design and deliver a one-day business problem troubleshooting day at your office or offsite - bringing with us social enterprises and your teams, who take on the role of Consultant. Engaging between 10-50 employees.

02

Mentorship Sprints

Facilitating employees at all levels in the role of mentor, we curate a bespoke short-term 'sprint' for social enterprises to tackle a sales challenge that sees them develop their pitch and offer. Engaging 10 to 50 employees.

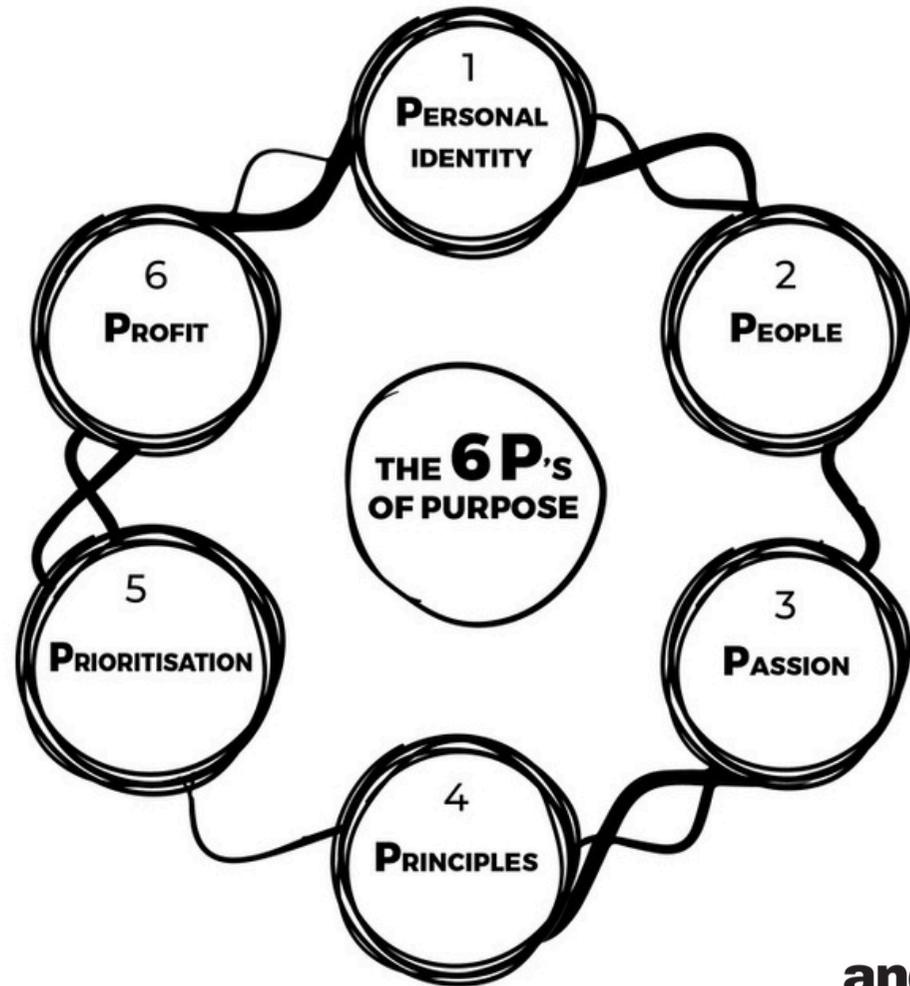
03

Emerging Leaders

Over a longer period, say 9 months, we develop a unique leadership development programme that combines leadership skills with impact mentoring. Works with small as well as larger groups of learners on a talent programme.

Our Leadership Framework

Working with the 6 P's of Purpose framework, a methodology created by Andrea Gamson proven to help leaders create much needed shifts in their work, careers and life.



Our Team



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Want to discuss purposeful culture further?

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Book A Discovery Call