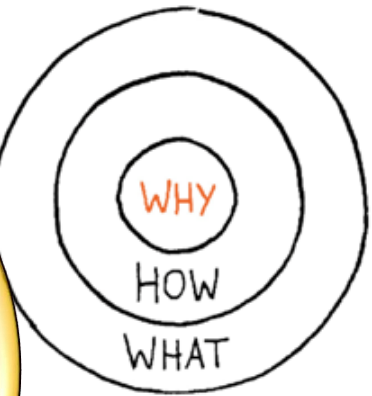
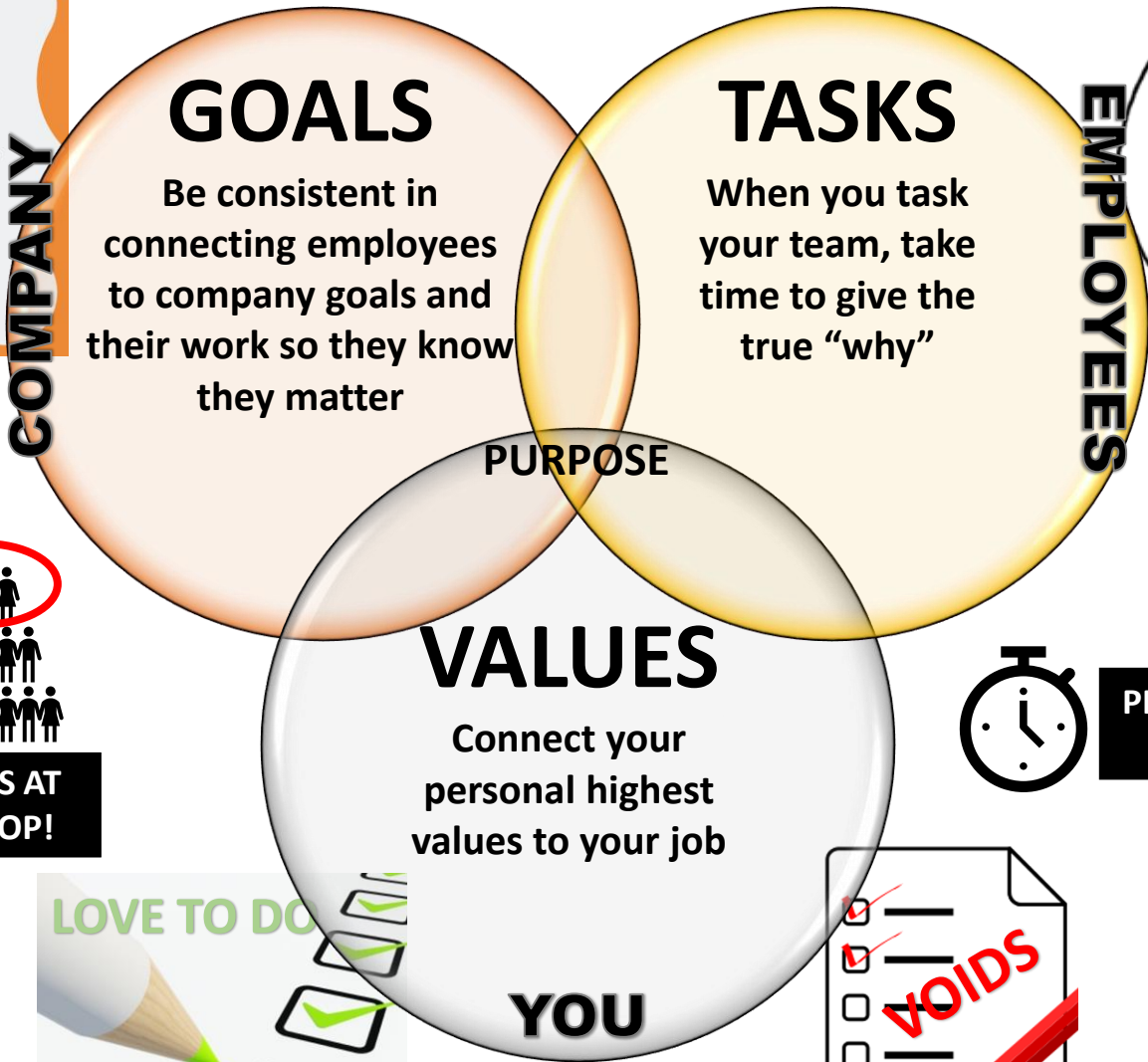


CONNECTING PURPOSE ON THREE LEVELS

“There is a common denominator in the human experience that we all share. We all want to know that what we do and what we say and who we are **MATTERS.**”
-Oprah Winfrey



STARTS AT THE TOP!



PROTECT THE TIME!



PURPOSE EXERCISES

GOALS

Be consistent in connecting employees to company goals and their work so they know they matter

VALUES

Connect your personal highest values to your job

TASKS

When you task your team, take time to give the true "why"

1. Establish a speaker series in which a leader discusses their goals and strategy and personally **connects back to the employees in the room** who support those initiatives.
2. Take the time to write a hand written note to **thank someone**.
3. Protect **the time to walk around the office and** personally thank or recognize someone.
4. Pick a wall, put chalkboard paper or use post its to **allow peer to peer recognition**.

Connect your highest values to your job and responsibilities at work using the exercise below.

1. Write a list of the **things you love** to do? What do you spend your free time on? What are some activities that make you lose track of time?
2. Write a **list of voids** in your life? What is missing? What is difficult?
3. Think about the above **from early age to present** and identify / list your highest values?

When you make a new request to a direct report, **have the "why" discussion first** or follow up an e-mail request immediately with below:

1. **Call a quick check in meeting** and provide the true "why" for the request or
2. **Walk over to the employee's desk** to explain the "why". If you can't meet in person, pick up the phone.
3. The true "why" is not just an explanation of the request, but context **that provides connection to how it ties to company goals** and initiatives.

