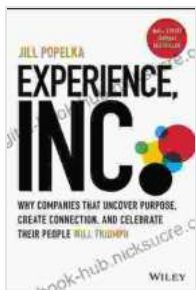


# Why Companies That Uncover Purpose Create Connection and Celebrate Their People

## The Power of Purpose

In today's competitive business landscape, it's more important than ever for companies to have a clear sense of purpose. A strong purpose can help to align employees, motivate them to perform at their best, and create a sense of community within the organization. Companies that have a strong purpose are also more likely to be successful in the long run.



### Experience, Inc.: Why Companies That Uncover Purpose, Create Connection, and Celebrate Their People Will Triumph by Jill Popelka

★★★★★ 5 out of 5

Language	: English
File size	: 4363 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 201 pages
Lending	: Enabled



There are many benefits to having a purpose-driven organization. Some of the most notable benefits include:

- **Higher levels of employee engagement:** Employees who understand and believe in their company's purpose are more likely to

be engaged in their work. They are also more likely to go the extra mile and contribute to the company's success.

- **Increased productivity:** Employees who are engaged in their work are more productive. They are more likely to be efficient with their time and resources, and they are more likely to produce high-quality work.
- **Improved customer satisfaction:** Customers can sense when employees are passionate about their work. They are more likely to do business with companies that have a strong sense of purpose, and they are more likely to be satisfied with the products or services that they receive.

## **How to Uncover Your Company's Purpose**

If you're not sure what your company's purpose is, there are a few things you can do to uncover it. One way is to ask your employees what they believe the company's purpose is. Another way is to look at your company's history and values. What were the reasons why your company was founded? What are the values that have guided your company's decisions over the years?

Once you have a better understanding of your company's history and values, you can start to develop a purpose statement. A purpose statement should be a clear, concise statement that describes why your company exists. It should be something that is meaningful to your employees and that inspires them to do their best work.

## **Celebrating Your People**

Once you have uncovered your company's purpose, it's important to celebrate your people. Your employees are the ones who make your

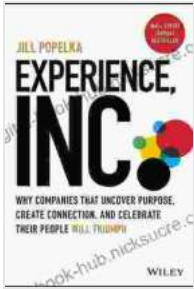
company what it is. They are the ones who live your purpose every day. It's important to show them how much you appreciate their hard work and dedication.

There are many ways to celebrate your people. Here are a few ideas:

- **Recognize employee achievements:** When employees achieve something significant, take the time to recognize them for their hard work. This could be done through a public announcement, a bonus, or a promotion.
- **Provide opportunities for growth:** Help your employees grow their careers by providing them with opportunities for training and development. This could include tuition reimbursement, mentorship programs, or leadership training.
- **Create a positive work environment:** Make sure your employees feel valued and respected. This means creating a work environment that is free of discrimination, harassment, and bullying. It also means providing your employees with the resources they need to be successful.

Companies that uncover purpose create connection and celebrate their people experience higher levels of employee engagement, productivity, and customer satisfaction. If you want to create a successful and sustainable organization, it's important to have a clear sense of purpose and to celebrate the people who make your company what it is.

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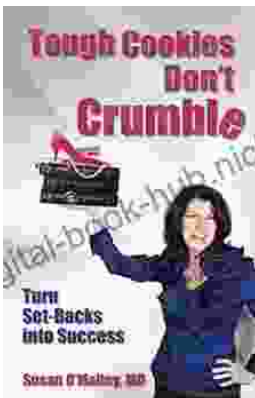
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