

# LinkedIn Portraits of Purpose Companies

Practical tips to hire and engage talent with purpose.



# How to use these company cases.

We interviewed companies on five key areas where they use purpose at work and chose a few examples to share.

## Hiring



Employment  
branding

Examples of using  
purpose to  
attract talent.



Selection

Examples of using  
purpose to  
select talent.

More on purpose-driven companies  
[Purpose: A practical guide](#)

55 page ebook

## Culture



Positive **impact**  
on others

Examples of reflecting back  
to employees the positive  
impact of their work.



Personal **growth**  
and development

Examples of unique things  
employees learn that improve  
their lives and careers.



Delivery of work  
through strong **relationships**

Examples of how to  
deliver work through  
authentic relationships.

More on purpose-driven talent  
[2016 Global Report on Purpose at Work](#)

32 page ebook



# CONNECT EVERYTHING, INNOVATE EVERYWHERE, BENEFIT EVERYONE

## Purpose defined

Cisco changes the way the world works, lives, plays by understanding that the company's edge doesn't come from its technology but rather from its people. Purpose is embodied and championed by employees.

The company recognizes that, in bringing together employees' collective experience, knowledge and ideas, it drives better solutions to help customers and partners succeed. In turn, this makes business profitable.

# The People Deal Manifesto

## CONNECT EVERYTHING

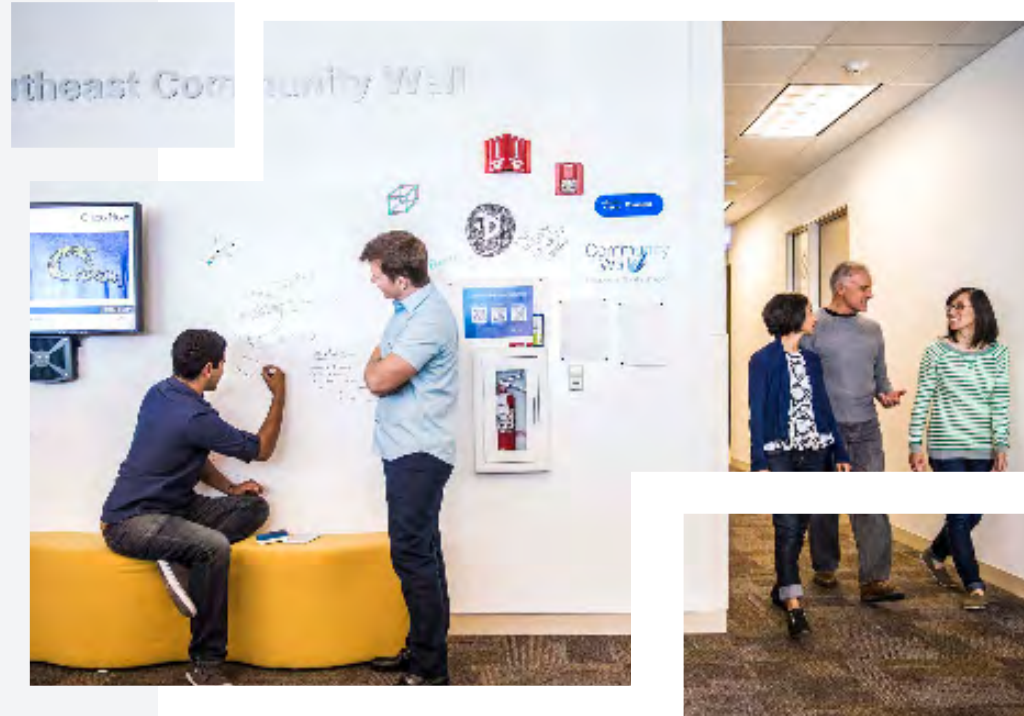
this includes people, process, data, and things — and use the connections to change the world for the better.

## INNOVATE EVERYWHERE

to create fresh ideas and possibilities. Take bold risks to shape the future with the understanding that every failure is a success if one learns from it.

## BENEFIT EVERYONE

Support each other and work together to create shared success that will benefit everyone.







## Employment branding

What makes Cisco's People Deal different is that it goes both ways. The company offers tools, processes, and technology to its employees. And employees are expected to inspire, innovate, connect, bring their best to work every day, and create value for customers and clients.

### Leveraging technology

Cisco prefers video interviews instead of requiring candidates to travel. After all, Cisco has its own conferencing technology.

During interviews, candidates often learn how Cisco technology is used to measurably change the world, such as bringing education and healthcare to remote locations all over the world.

### Development and training

Cisco is piloting a Talent Cloud platform to help employees assess their current skill sets, map out career development goals, and acquire the training needed to achieve those career goals.

### Time Swap / Job Swap

Cisco's Time Swap and Job Swap programs allow employees to swap about 20% of their time with a colleague or swap roles, for a set time period. The experience exposes both employees to a new part of Cisco's business, which promotes skill development and brings innovative thinking to programs and teams.



*Cisco's culture encourages employees to go beyond office walls, build solutions that help people, and make a real impact on the world.*

Mark Barrasso,  
Software Engineer at Cisco

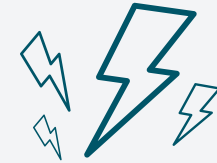




## Giving back

Giving back is in Cisco's DNA. Cisco's Time2Give is a global program that gives employees 40 hours of paid time per year to volunteer. This showing of support encourages employees to develop a passion for community service and make a social impact. At the company, offsite meetings often include a volunteering element.

# 91%



of Cisco employees feel empowered to make a difference through volunteering and donations.

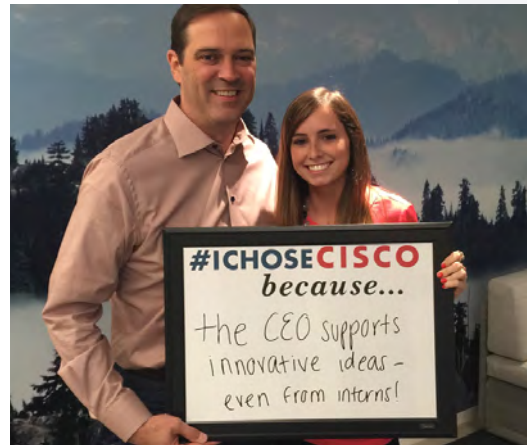


*Jennifer Massaro, a Cisco Emergency Response Team employee volunteer*



Listening to employees is a critical value for Cisco. There are many opportunities for employees to be heard and the executive team responds transparently and frequently, through open employee sessions.

The company's new Team Space tool encourages two-way feedback between leaders and their teams through weekly surveys. This allows leaders stay engaged, and make impactful changes in a timely way.



[See more case studies](#) →

Purpose-oriented employees perform better and stay longer. To learn how to attract and retain these top talent, as well as how to strength purpose at your organisation as a competitive advantage, get the [“Practical Guide to Purpose”](#) and the [“2016 Global Report on Purpose at Work.”](#)

Cisco turned around its employer brand by sharing employee stories and voices on social media.

# 400%

**growth in Twitter followers in 6 months**

Hashtag campaigns such as #IChoseCisco gave an opportunity for employees to share their personal connection to the company's vision and mission. Additional talent acquisition oriented social media campaigns included #WeLoveCisco and #LoveWhereYouWork.

# 2,000

**Instagram followers in 6 months**

which saw above-industry engagement and more importantly, drove traffic to Cisco's job site