

# 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.



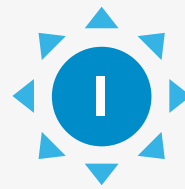
Selection

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



A woman with dark, curly hair is walking from left to right, looking off to the side. She is wearing a white, sleeveless, knee-length dress. On her left wrist, she wears a white Fitbit smartwatch. She is carrying a large, black, textured leather bag over her shoulder. The background is a brick wall. The image is split vertically: the left half shows the woman and the brick wall, while the right half is white with text.

# LIVE HEALTHIER

## Purpose defined

Health can be serious business, but Fitbit believes it doesn't have to be.

Fitbit's purpose is to inspire and empower people to live a more active life, through products and experiences that fit seamlessly into consumers' lives. Living healthy isn't limited to time at the gym, it should be a lifestyle.

Fitbit believes people are more likely to reach their health goals if encouraged to have fun, smile, and feel empowered along the way. Users with Friends on the Fitbit platform take on average 11% more steps than users without friends.



## Employment branding

Fitbit was founded by engineers, not fitness fanatics. Fitbit's own products that connect movement and health also have a positive impact on employee behavior. Fitbit encourages employees to live healthy lifestyle by providing treadmill desks, facilitating walking meetings, sponsoring mid-day runs, hosting yoga at the beach, and offering healthy food.

The CEO is currently trying to get his resting heart rate down to 50.

Employees who are purpose-led are less likely to leave the company. Fitbit's employee attrition is half the industry standard.



*We are having fun, truly impacting the health and wellness of our customers, and enjoying our success as a company. This is such a fulfilling place to come to work everyday.*

Fitbit's head of talent



*When people find out I work for Fitbit, they don't hesitate to tell me a story of how our products have affected themselves, family members or friends. It's an honor to be working on products that provide that kind of positive daily impact.*

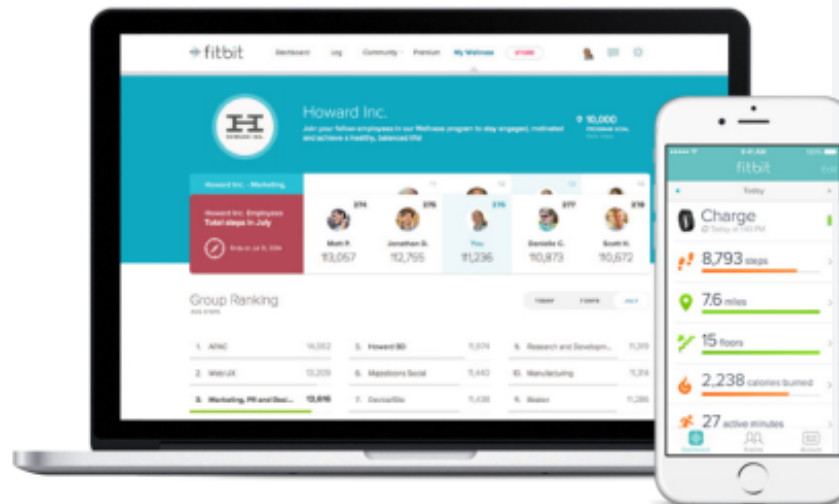
Fitbit employee



## Walk the talk

Fitbit offers an enterprise platform along with tools for organizations to improve employee wellbeing — in a unique, quantifiable way.

The company uses the same platform to reward its own employees to live their purpose of a healthy lifestyle. FLIP (Fitbit Lives Its Passion) aims to create and maintain a workplace and culture that aligns with our company mission to help people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals.



### FLIP platform stats, in a typical month



10,640 average  
daily steps



1 hour, 4 minutes  
average active minutes



35K active miles



1 million miles by  
500 employees in 8 months





## The power of customer stories

Fitbit shares customer stories on the company intranet, so that employees can see and feel the powerful, positive impact resulting from their work.

This promotes a continual sense of purpose around the work that employees do.



[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.”](#)