A person wearing a blue denim shirt is sitting at a table, reading a document. In the foreground, there is a white coffee cup with a saucer and a spoon. The background is slightly blurred, showing a red object and a white wall.

LinkedIn Portraits of Purpose Companies

Practical tips to hire and engage talent with purpose.

GOOD

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.



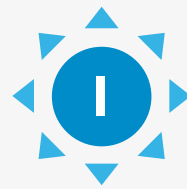
Selection

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

→ education

DO GOOD BETTER



Purpose defined

GOOD's fundamental philosophy is that people are good. They believe that by operating at the intersection of individual values and creativity, they can maximize positive impact in the world of business.

Since launching as a magazine that committed 100% of its subscription fees to charities, GOOD has grown into a company that designs various ways for people to engage with the most pressing issues of our times. Ten years later, GOOD has expanded from a media brand to a social impact company with a Studio division that helps brands engage people through purpose-driven content as well as a Corps consulting arm that helps push businesses to develop powerful and impactful calls to action.



GOOD helps brands apply creativity to purpose — producing breakthrough programs and powerful stories that resonate with influential audiences.



3 Oscar nominations

3 National Magazine nominations

\$88,631,992+

raised and given through programs designed and managed by GOOD

250,000,000+

views of video content

1,987,344

social media footprint

9,542,768

people reached per month on good.is



Employment branding

GOOD Corps is a relationship-driven company at its core. Consequently, GOOD Corps doesn't just find good people, it invests in them.

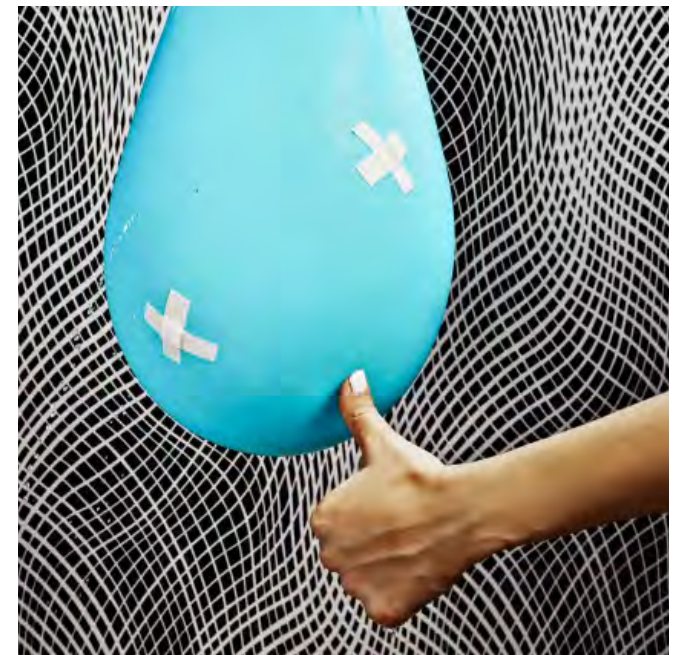
Staffing assignments

By building a team that shares values and purpose, it's easy to draw out individual strengths to form complementary working groups. GOOD Corps purposefully mixes and matches staffing on each client assignment so everyone gets a chance to work with and learn from everyone else.



Celebration

Fun and inclusivity surround all GOOD Corps events. Whether this takes the form of offsite team retreats, monthly shout outs—little notes commending someone for making the office a better place to work—at All Hands meetings, or special events planned by the informal Jubilee Team for birthdays, anniversaries, transitions, and momentous occasions, GOOD Corps consistently recognizes that even with demanding workloads, people come first.





88%

of staff is very satisfied or
satisfied with project teams

75%

of staff is very satisfied
or satisfied with their role

63%

would describe to a friend or
family member that their work is
enabling them to have the impact
they want to have in the world



We see a growing number of people tied together not by age, career, background, or circumstance, but by a shared interest. This revolves around a passion for potential mixed with fierce pragmatism and creative engagement. We sum this all up as the sensibility of giving a damn. But to shorten it, let's call it GOOD. We're here to push this movement and cover its realization.

Ben Goldhirsh
co-founder of GOOD



Selection

Starting with people: Intentional hiring

GOOD's belief that people are good starts with their own people. While this is true across the company, a deeper dive into GOOD Corps, the consulting arm of GOOD, demonstrates how instead of building a team around competencies, Corps prioritize values alignment in hiring.

The team is comprised of unique backgrounds, ranging from Peace Corps Volunteers to a human rights attorneys, all of whom wanted a new way to apply and grow their skills in service of meaningful, sustainable change in the world.

GOOD Corps discerns these attributes in their employees through a bonus section in their application process called the "personal mindfulness jam."

Mindfulness is seen as the driving force behind acting with intention and indicates an invaluable level of self-awareness.

This thoughtful approach to hiring means that the team isn't just driven by purpose in how GOOD Corps works, but also purpose in how GOOD Corps lives.



What are the 8 team values?

HUMANITY

COLLABORATION

GRIT

THOUGHTFULNESS

CURIOSITY

COURAGE

EMPATHY

INTEGRITY





Connecting employees to the purpose of their work: Lighthouse Projects

The importance that GOOD Corps places on people and values allows them to invite purpose into every corner of their work and affords employees the trust to bring their passion projects to the office.

Normally, the GOOD Corps team shines a powerful flashlight on an issue elucidated by a client. Lighthouse projects, however, encourage team members to act like lighthouses in taking a stance and shining light on a specific issue that might hold a place of personal significance. These lighthouses are designed to attract others to join them in finding solutions, thus creating opportunities to proactively invite clients to collaborate as a partner. For example, Corps has collectively defined issues that matter to the team and self-organized to tackle those issues, which cover topics ranging from xenophobia to renewable energy.



[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.”](#)