



LinkedIn Portraits of Purpose Companies

Practical tips to hire and engage talent with purpose.

IDEO

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.



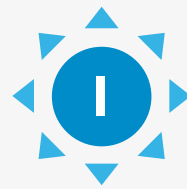
Selection

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](#)

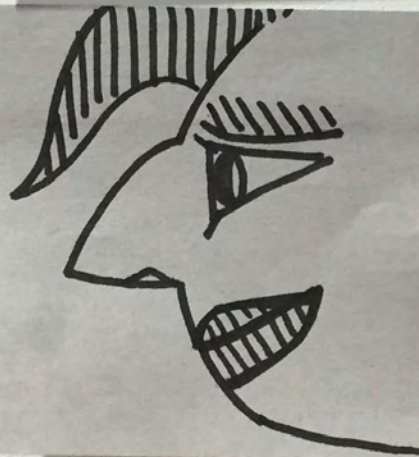
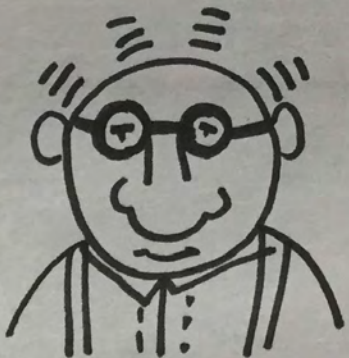
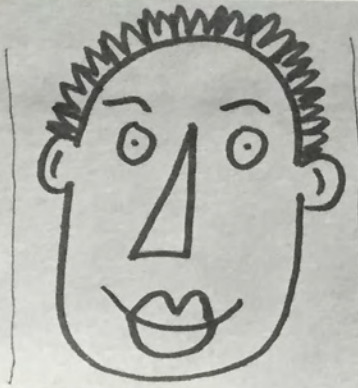
32 page ebook

A POSITIVE AND DISPROPORTIONATE IMPACT IN THE WORLD THROUGH DESIGN

Purpose defined

One of the best ways to discover the authentic purpose of an organization is to look to the founder's story. David Kelley founded IDEO 30+ years ago to create a workplace made up of his friends and to impact the world through design. IDEO is now award-winning and global, with over 650 employees. But its original clear reasons for being remain.

IDEO is a design firm that takes a human-centered, design-based approach to helping organizations innovate and grow. Their projects include investigating new ways to educate at public schools, designing the ideal home for injured soldiers, helping people save with financial innovation and building a new bike-sharing brand.





Tailored purpose for each studio

IDEO's core purpose is deliberately broad, to allow different offices to define their own aligned but custom-made, local visions.

For example, their studio in Shanghai's purpose is to "create new value for the country by enabling enlightened leaders to tackle systemic challenges," Whilst in London, it is "Unlocking potential in organisations to become creatively competitive in an ever-changing world." Each design practice within each studio can interpret the core purpose to give it practical clarity and stronger relevance. Employees are then able to find the part of IDEO best aligned with their own purpose and skills.

The achievement of purpose is measured annually in local "portfolio reviews." Temporary workers are brought in to take over the front desk, so that everyone in the office can come together to reflect on the impact of the projects that year. This allows IDEO to pause, reflect, and adjust their upcoming work to better achieve their purpose.



Delivering a culture of purpose with “The Little Book of IDEO”

IDEO creates a social contract with employees on how to deliver work. These common values are summarized in [The Little Book of IDEO](#).

Looking at IDEO’s seven values from LinkedIn’s lens of the three core elements of purpose, we can see each element present in their culture:



Positive impact on others

1. Be optimistic
2. Make others successful
3. Talk less, do more



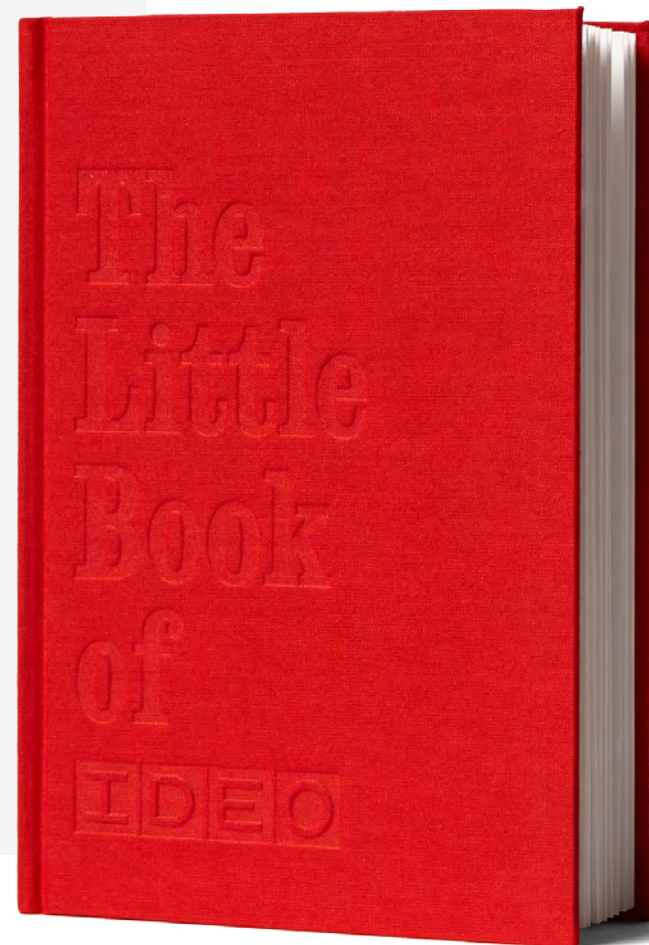
Personal & professional development

4. Learn from failure
5. Embrace ambiguity
6. Take ownership



Delivery of work through strong relationships

7. Collaborate





Personal development

From grasshopper to master of applied Design

Successful purpose-driven companies understand that employees need to project their own sense of purpose onto the organisation to create real ownership and alignment. As a result, employees need to understand how they will develop personally and professionally in ways that will help them achieve their own purpose and improve their careers. IDEO has a very clear promise for professional development — masterful application of design thinking.

Work at IDEO is project-driven and is always on teams. While each project offers a unique design challenge, employees are encouraged to find ways to align each challenge with their personal growth objectives, taking an optimistic lens to learning while doing. This orientation towards development is also built into pre, mid, and post-project team discussions (called “Flights”) to align the team, review each person’s growth objectives, and deliver feedback against the objectives.





Deliver with relationships

A company built for working with friends

Purpose doesn't happen in a vacuum. By its very nature, an experience of purpose involves connection with others. Think back to your greatest work experiences. Chances are, you had strong relationships around you.

IDEO uses play and creativity to build relationships and deliver exceptional work. Duane Bray, Head of Global Talent and Partner commented, "When people play together, they form stronger bonds and are more willing to take risks and imagine new possibilities with one another."

Also, the self-professed mother of all core values for IDEO is: "Make Others Successful." It applies to both clients and colleagues to bring purpose into every action.



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When someone else, without asking, goes out of their way to make sure that you are seen, helped, acknowledged, and recognized — it's powerful stuff, and like Christmas, is as good to give, as it is to receive.

The Little Book of IDEO

[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."](#)