

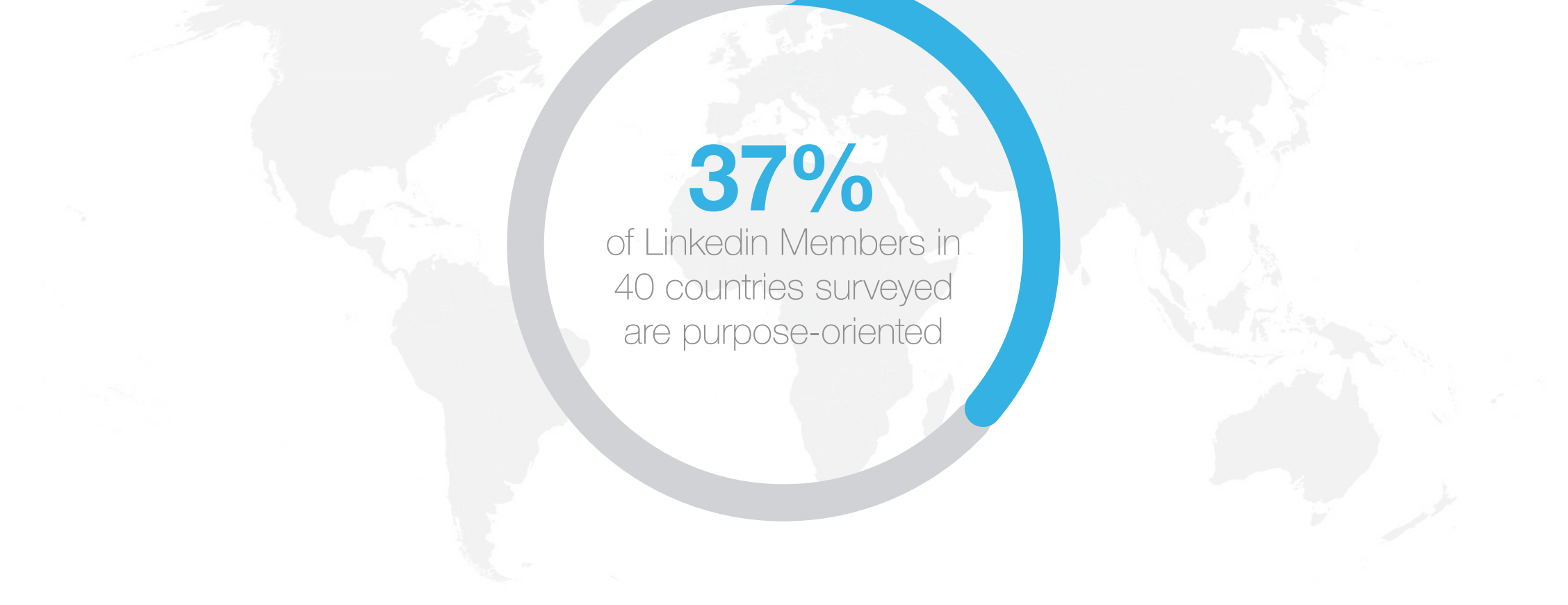
Purpose at Work

Why It Matters and How to Tap into Its Benefits

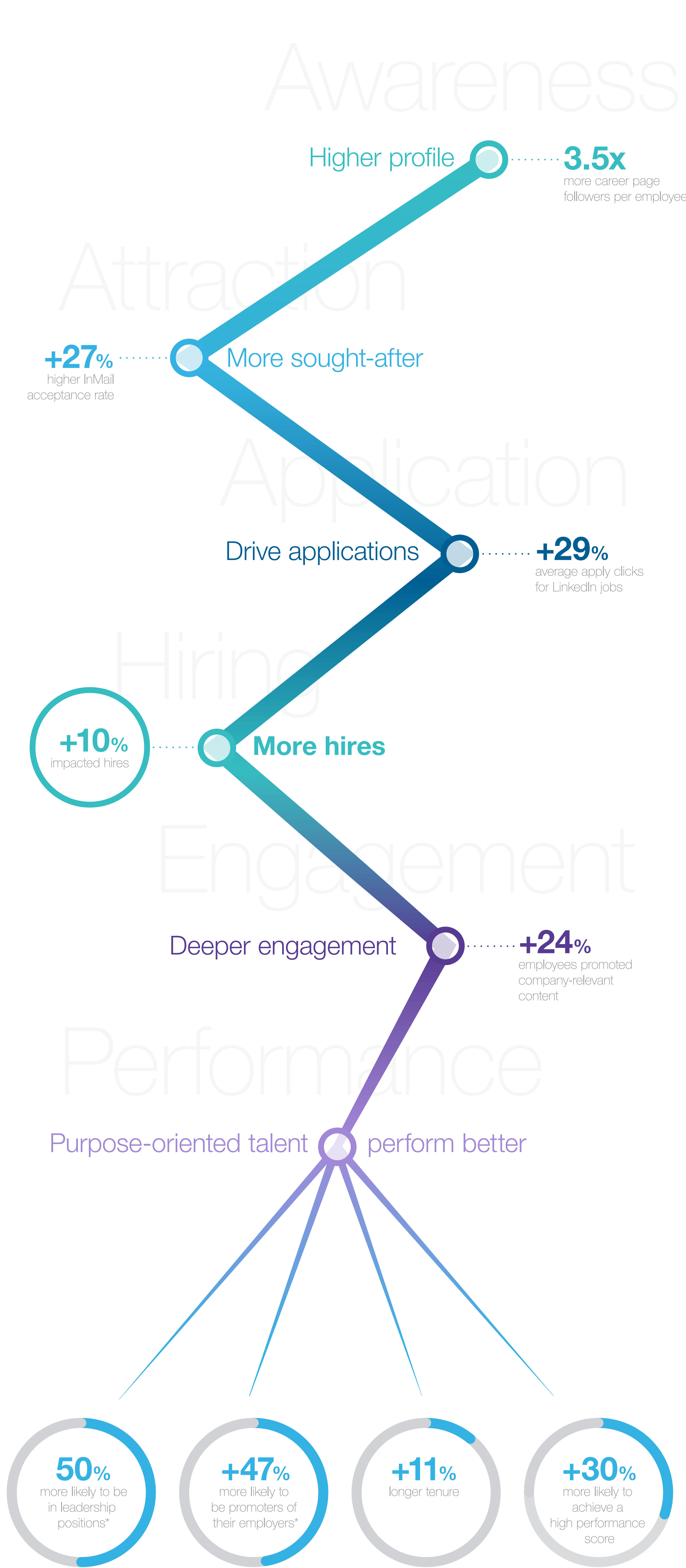
Tyrone Jacobs Jr | Electromagnetic Effects Intern at Boeing

Purpose-oriented professionals prioritize work that matters to them, their company, and the world—over money or advancement.

Purpose is global



Purpose-oriented companies have better talent outcomes



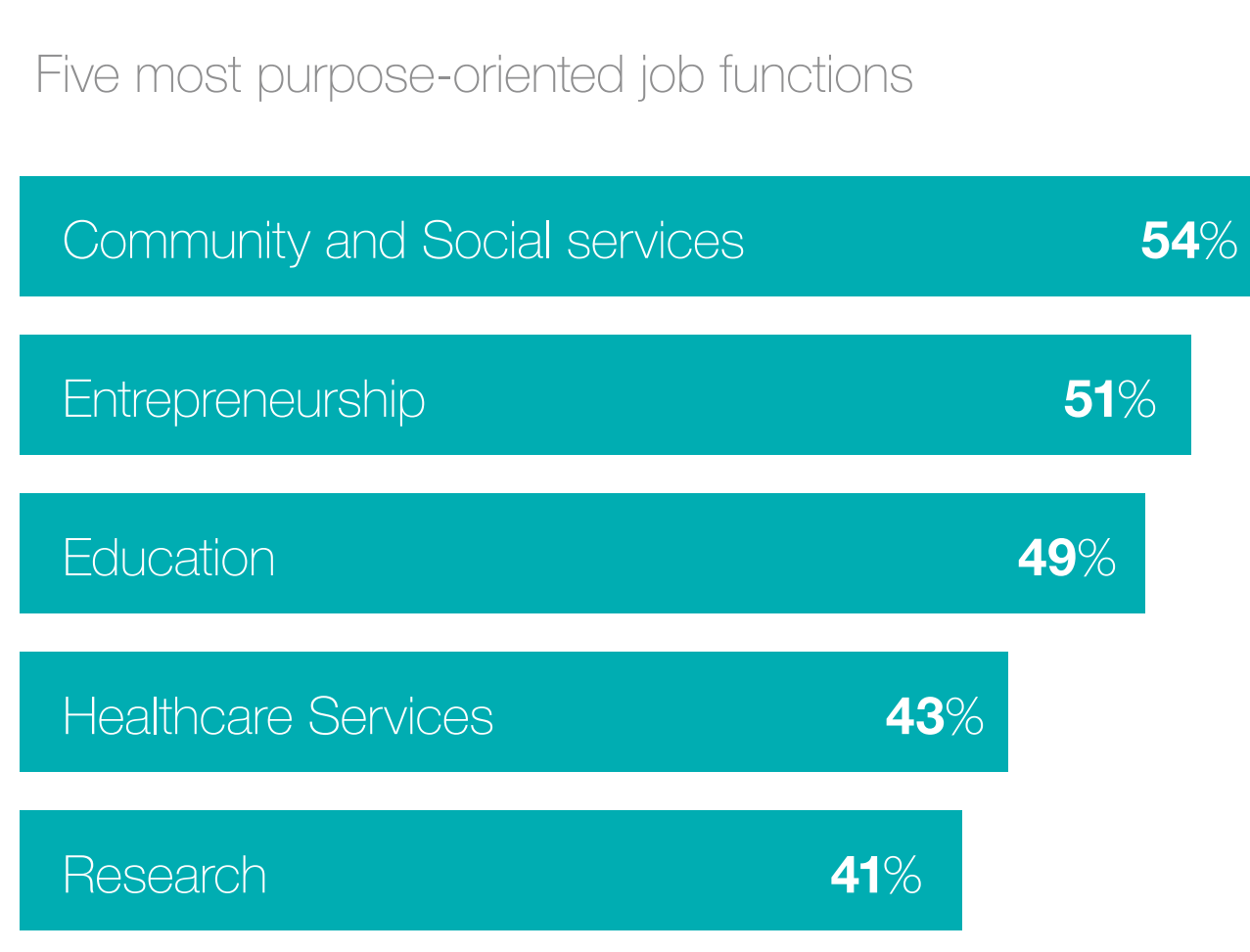
*Imperative 2015 Workforce Purpose Index

Purpose brings satisfaction

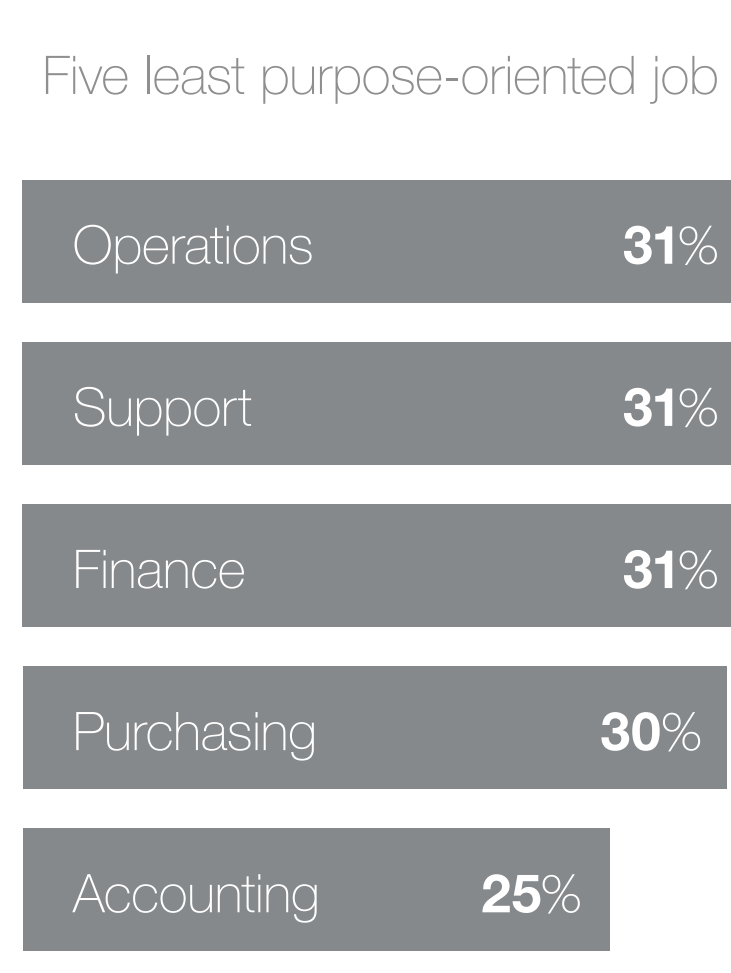


Purpose-oriented professionals are in every industry

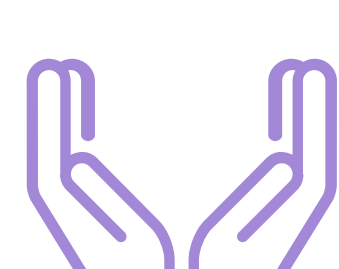
Five most purpose-oriented job functions



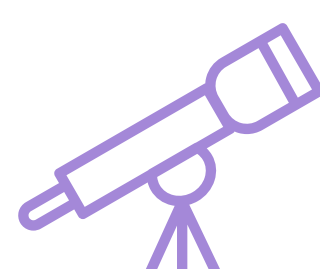
Five least purpose-oriented job functions



Top 3 factors that entice purpose-oriented people to accept a new job



Culture & Values



Mission & Vision



Products & Services

The power of purpose

The largest global study of purpose in the workplace

Danish Ahmed | Co-founder at PLAYground Digital

[Click here to visit the power of purpose portal](#)

Purpose for companies:
a practical guide

[Download the guide](#)

Purpose-oriented talent:
2016 global report

[Download the report](#)