A top-down view of a person's hands typing on a laptop keyboard. The person is wearing a white shirt with black polka dots and blue denim jeans. A gold bracelet is visible on the right wrist. To the left of the laptop is a white coffee cup with a black lid. The background is a light-colored wooden desk.

LinkedIn Portraits of Purpose Companies

Practical tips to hire and engage talent with purpose.

LinkedIn

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.



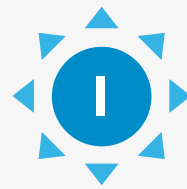
Selection

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 THE WORLD'S PROFESSIONALS TO ECONOMIC OPPORTUNITY

Purpose defined

LinkedIn was founded in 2002 by Reid Hoffman to create economic opportunity for every member of the global workforce. This purpose continues to inspire the more than 9,900 full-time employees in 30 cities who work at LinkedIn today.

Since then, LinkedIn has become the preeminent professional network, with more than 450M members in over 200 countries. We're committed to helping purpose-driven talent find opportunities and companies on our platform, as well as building our own purpose-driven culture.

We're proud of the [Culture of Transformation](#) we've built at LinkedIn, a culture that provides opportunities to employees to transform themselves, the company, and the world.

OUR VALUES DEFINE US

Members first.

Relationships matter.

Be open, honest, and constructive.

Demand excellence.

Take intelligent risks.

Act like an owner.



Measuring our purpose

In 2015, LinkedIn partnered with Imperative, the social benefit corporation, on a study on purpose in the workforce across industries, job types, and countries. We surveyed 2,000 LinkedIn employees around the world and found that **41% of them are purpose-oriented**, which means they prioritize meaning and career fulfillment over money and status.



Companies that understand the increasing emphasis of purpose in today's professional landscape improve their ability to attract such employees and also their ability to retain them for longer periods of time.

Reid Hoffman
Executive Chairman and Co-Founder
at LinkedIn

41%

of LinkedIn employees are purpose-driven. That's nearly twice as high as the U.S. tech industry average of 21%.

78%

of purpose-oriented employees find deep fulfillment at LinkedIn.

69%

LinkedIn's purpose-oriented employees are 69% more likely to promote LinkedIn's employer brand online.



A purpose-oriented life at LinkedIn

COMPANY VISION

We strive to connect the world's professionals to economic opportunity through the Economic Graph, the first digital map of the global economy.

TALENT BRAND

We lead with our mission and vision to attract purpose-driven employees who share our values.

LINKEDIN FOR GOOD

We offer opportunities for employees to do skills-based volunteering and crowdfund for their favorite causes through LinkedIn Gives.

LEADERSHIP

Leaders at LinkedIn guide employees to align their work life with purpose, as well as LinkedIn's mission.

IMPACT

Recently, LinkedIn Talent Solutions celebrated helping 1.5 million members find jobs and connect to opportunity — that's 600 lives impacted by each LinkedIn Talent Solutions employee!

INDAYS

One day a month, LinkedIn employees take a break from daily tasks and inspire each other, learn something new, and give back to the community.





Selection

At LinkedIn, we know that [purpose-driven people are more productive and successful](#).

We work to identify and recruit purpose-oriented talent and create an environment that motivates them to thrive — through relationships, impact, and growth.

Relationships matter

We're piloting Purpose Workshops to help employees build relationships, identify their own purpose drivers, and find ways to activate those purpose drivers in their day-to-day work.

In the fall of 2016, we'll be sharing these workshops with other companies, as part of Imperative's Certified Purpose Leaders program.



We're striving to create a culture where everyone can belong.

Pat Wadors
SVP Global Talent Organization, LinkedIn



I primarily focus on these two things, because that's all I ever wanted when I was in your shoes: A clear sense of purpose, and the opportunity to be successful in pursuit of that purpose.

Jeff Weiner
CEO, LinkedIn, in an email to employees after announcement of Microsoft's intention to acquire LinkedIn





28%

of LinkedIn employees who have expressed interest in skills-based volunteering and/or nonprofit board service on their LinkedIn profile via the Volunteer & Causes section.



Personal development

Talent is our number one priority

As part of our Culture of Transformation, we believe that our employees should leave LinkedIn better than when they first joined. We help employees learn, develop, and grow in a way that meaningfully changes the trajectory of their careers — inside or outside the company. Are you IN?





In 2016, LinkedIn launched the “You’re Closer Than You Think” brand campaign with our first-ever television commercial, centered around inspiring our members to pursue their purpose.



What's your moonshot?

We may not all want to be astronauts. But inside all of us is a moonshot, an ambitious undertaking that stirs the soul. One we would embark on if only we had more time, fewer distractions, more confidence, less fear. But that moonshot is your purpose

and purpose is a powerful thing. People with purpose get out of bed more inspired and return more fulfilled. Their careers are more rewarding, their businesses more impactful. Not everyone will make it to the moon, but everyone can start their journey.

[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.”](#)