


Shifting Your Talent Strategy to Focus on Fulfillment and Purpose

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IMPERATIVE.





“I find pro bono work so much more rewarding than a paycheck job.”

66%

OF THE
WORKFORCE IS
UNFULFILLED



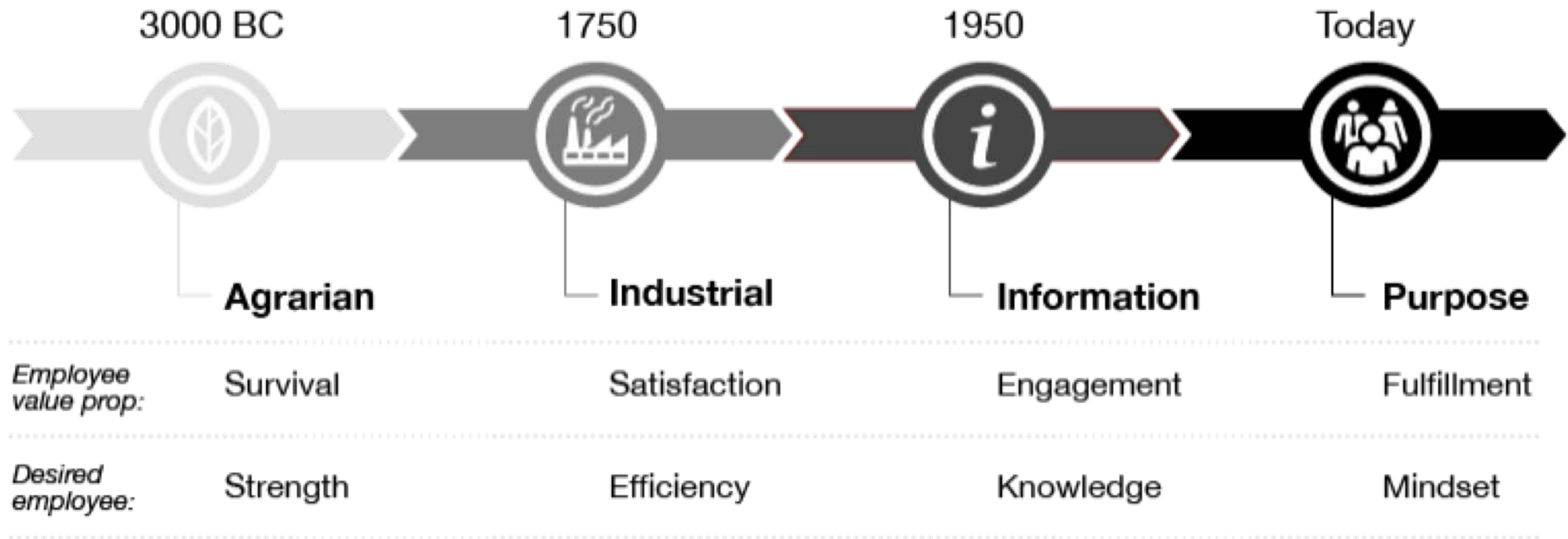
2030:

66%

OF THE
WORKFORCE IS
UNFULFILLED



History of work



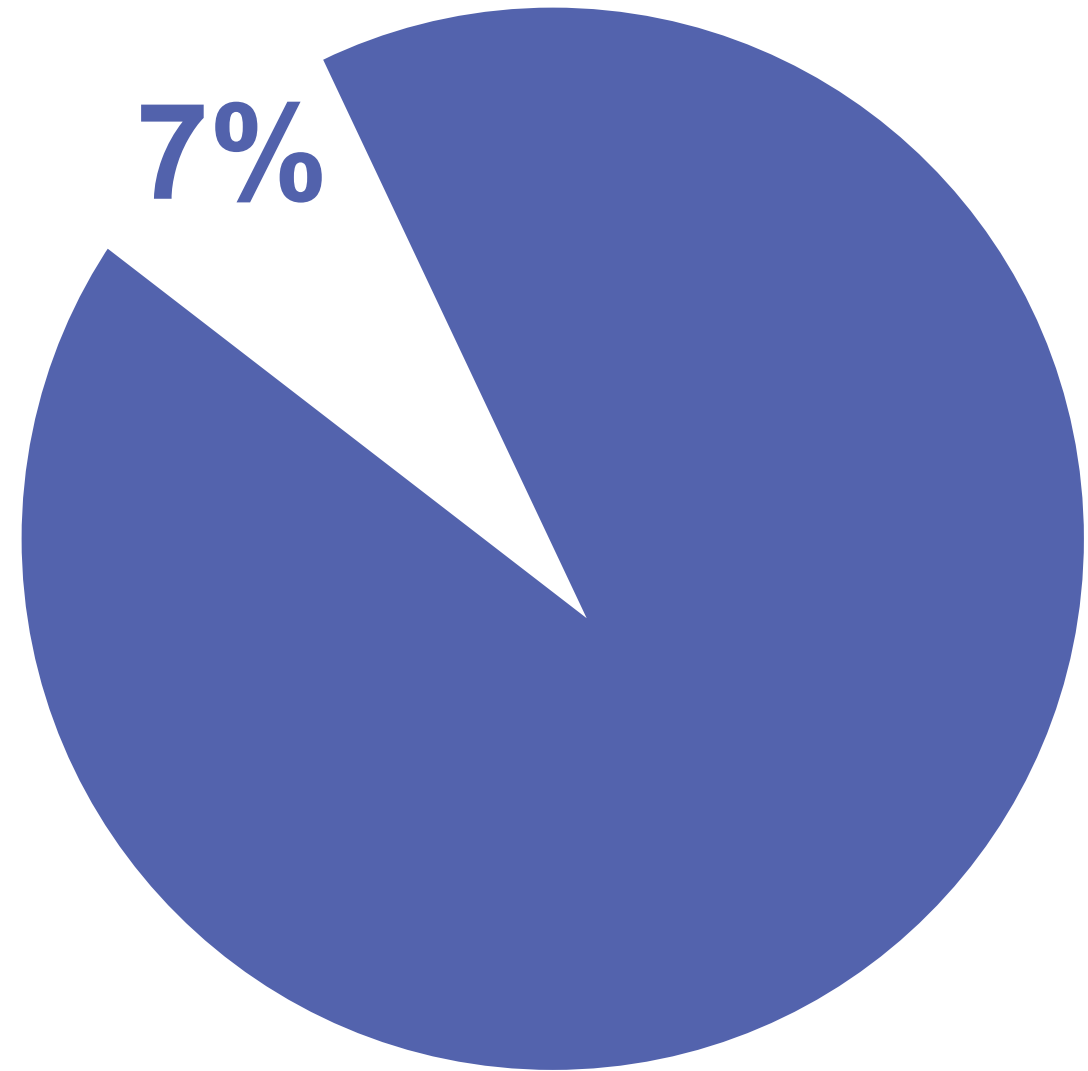
People prefer fulfilling work to engaging work.



N=2,100.

Question: Which of the following would you prefer?

**Only 7% of people
report being
fulfilled in life
but not at work.**

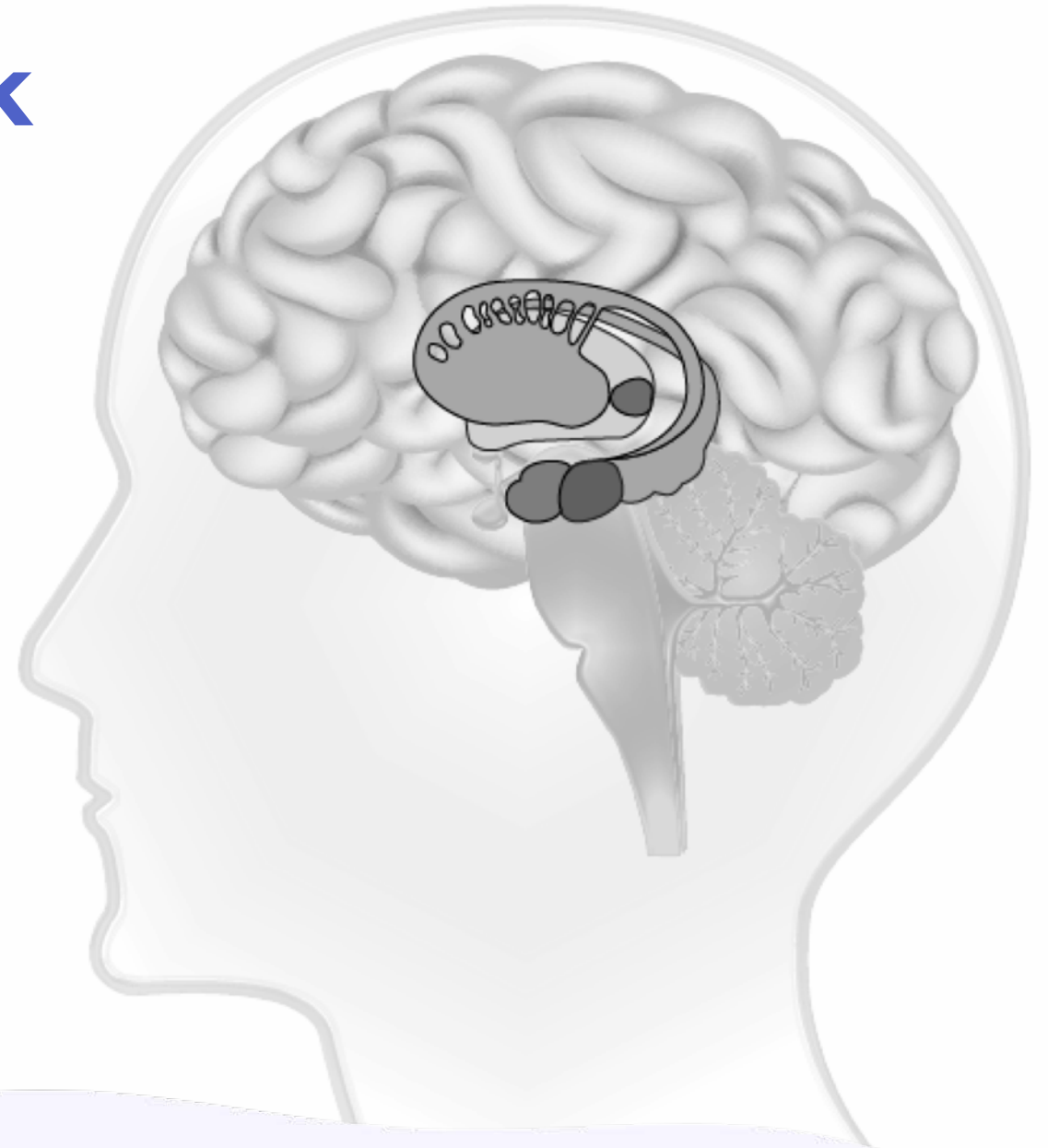




IMPERATIVE.

Neuroscience of Work

- We find safety in tribes.
- We need to add value to remain safe in our tribe.
- We constantly have to adapt to meet changing needs.



Relationships
Impact
Growth
bring us
fulfillment



Fulfillment is Linked to Exceptional Performance



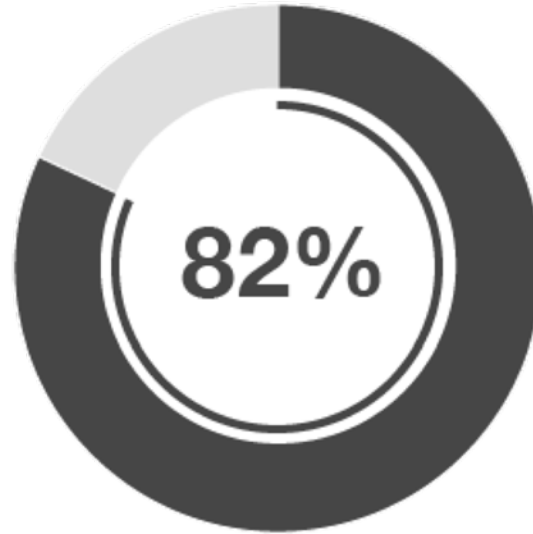
N=2,100.

Question: My organization would rank my performance compared to other employees as... exceptional / good / average / below average / poor

Employee fulfillment based on agreement with three statements: I have meaningful relationships at work; I am growing personally and professionally at work; My work is making an impact that is meaningful to me

Employees are ready to take responsibility.

My level of fulfillment at work is primarily my responsibility

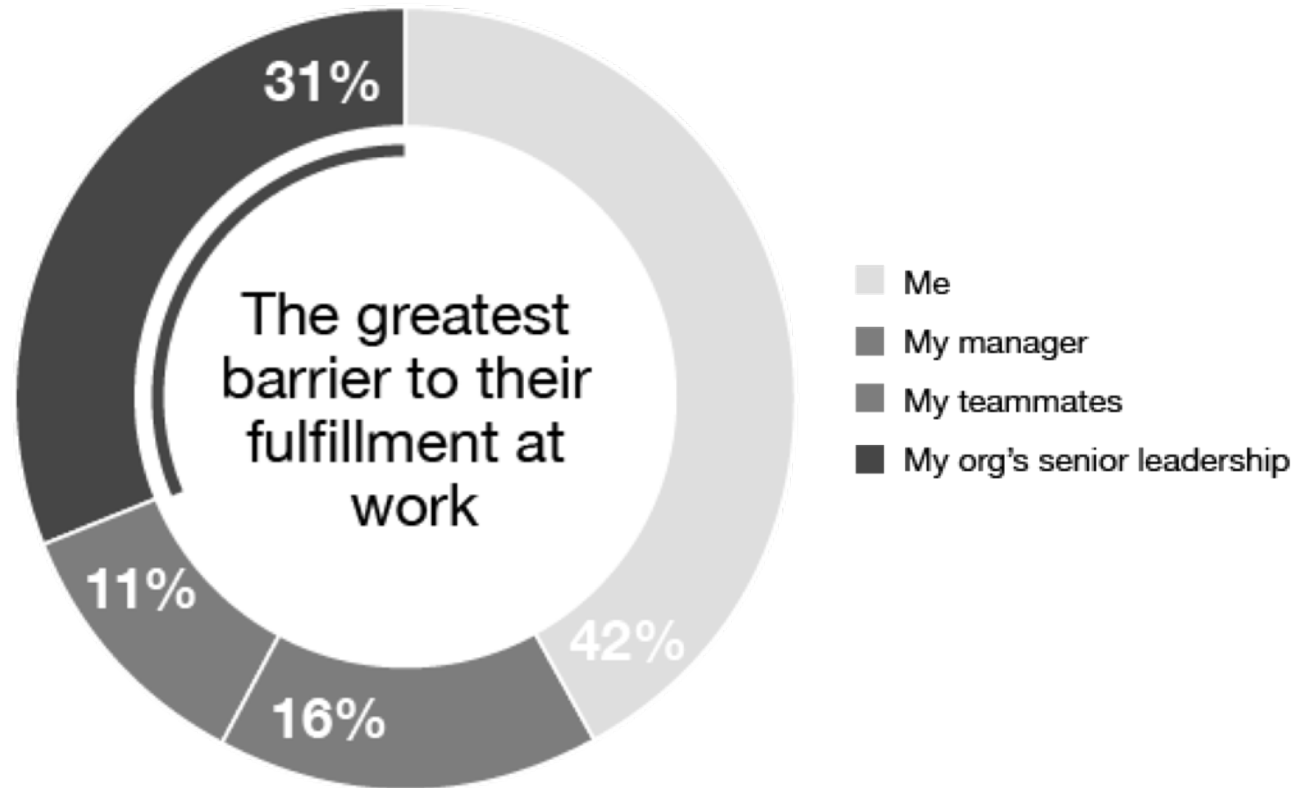


of employees agree that their level of fulfillment at work is their own responsibility

N=2,100.

2 Questions: My level of fulfillment at work is primarily my responsibility; The greatest barrier to my fulfillment at work is... me / my manager / my teammates / my organization's senior leadership

Top barrier to fulfillment? Self.



N=2,100.

Question: The greatest barrier to my fulfillment at work is... me / my manager / my teammates / my organization's senior leadership

Work Mindset

Purpose-Mindset



"I work primarily
for fulfillment and
to serve others."

Non-Purpose Mindset



"I work primarily
for money or
status."

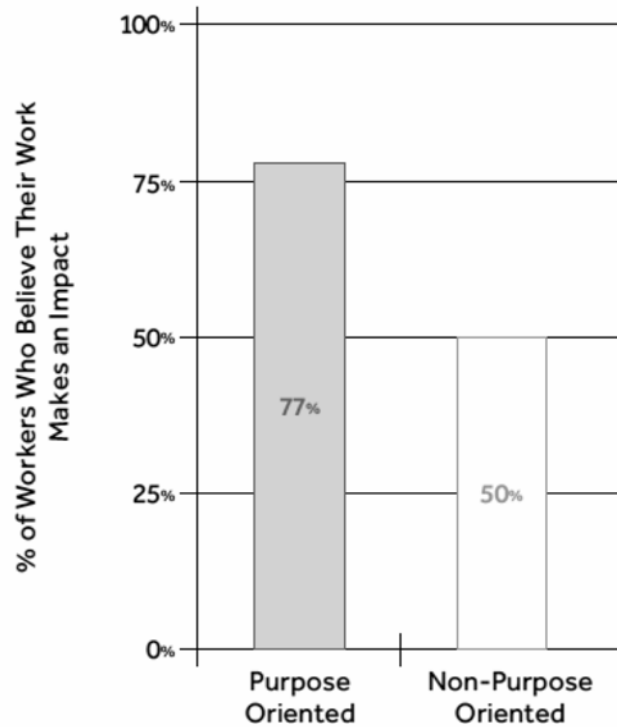
Purpose is the
foundation for
fulfilling work.



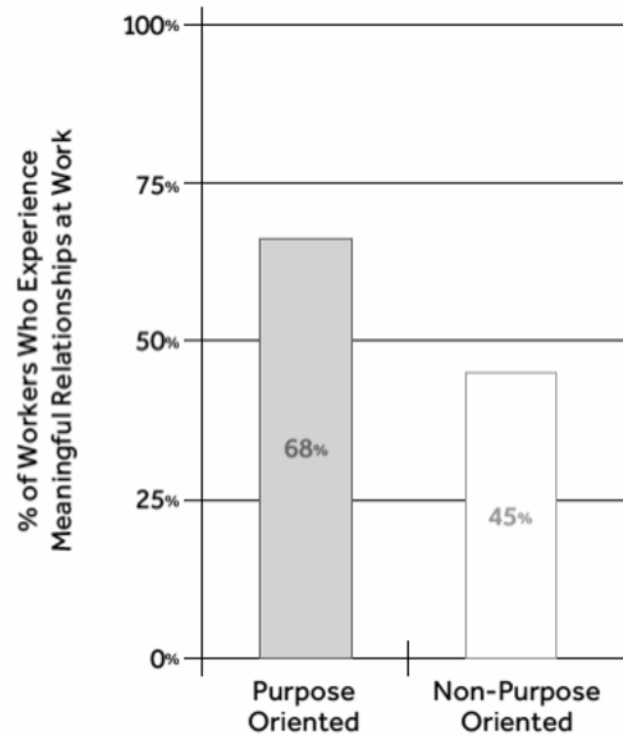
64%

Power of Purpose

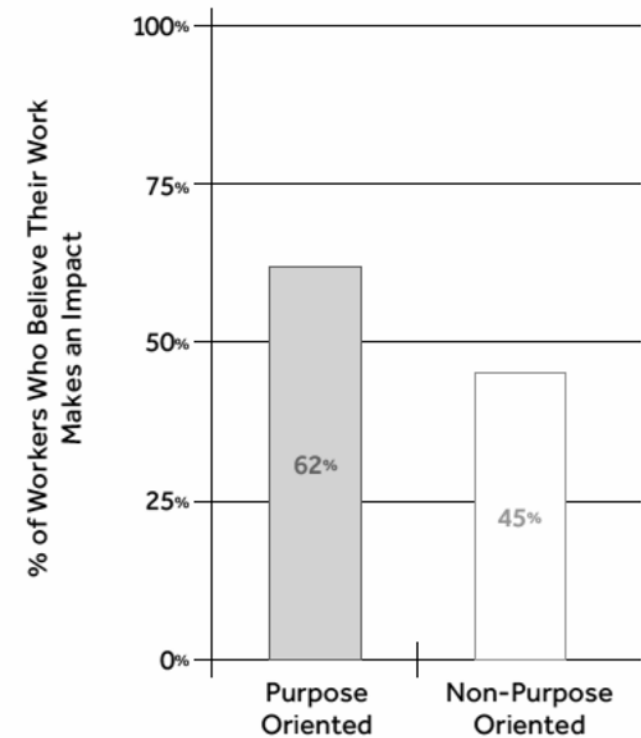
Impact



Relationships



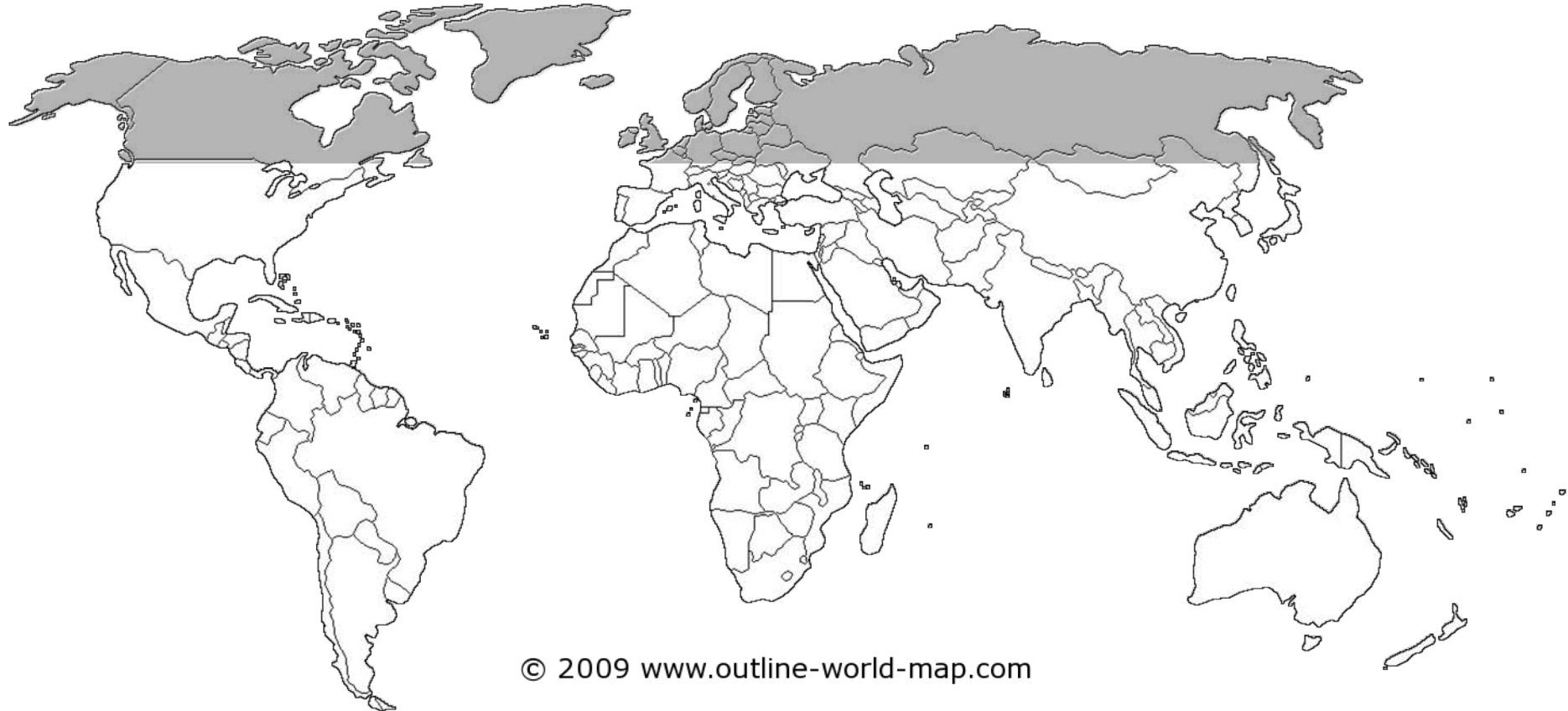
Growth



People with PURPOSE-MINDSET Have the Competencies That Matter

- Actively Work On Self-Improvement
- Successful Advocate for Own Needs
- Comfort Embracing Change
- Able to Engage Senior Management

38% PURPOSE-ORIENTED



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Transformation



UNLEARN

MONEY-MINDSET

- You can't control work and are a victim of your job.
- It is unsafe to have relationships with co-workers.
- Your skills define your value.

STATUS-MINDSET

- Your identity is defined by your job.
- Work is a zero sum game with winners and losers.
- Your status defines your value.



LEARN

PURPOSE-MINDSET

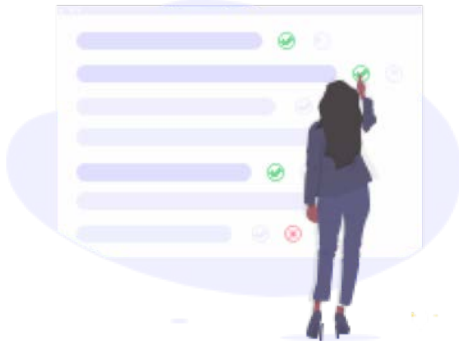
- Work can be fulfilling.
- Fulfillment at work is critical to fulfillment in life.
- You are one person: work/life.
- You have something important to contribute to the world.
- Relationships at work are critical to our wellbeing at work.



Introducing Imperative's Purpose-Mindset Program

- **Training** on the science of purpose and how to be a peer coach
- Online **purpose assessment** to uncover your purpose drivers
- **Peer coaching** conversation guides
- Library of Purpose-Mindset **Job Hacks**

Where Imperative is Leveraged



Career Development

Equip your people to own their growth and development, manage up, and apply creative agency to make the greatest impact in their existing roles.



Manager Development

Help your managers understand what drives and motivates their team members and personalize coaching and goal-setting so your managers can support each person



Leadership Development

Enable your existing and rising leaders know their personal "why", lead and innovate with it at the organization and in the way they inspire their colleagues.

Two Ways to Partner



IMPERATIVE-RUN

Imperative can run your Purpose Mindset activation process for you.



TRAIN-THE-TRAINER

Imperative can train and certify your team to run your own program using our tools and research.





Choose Purpose

