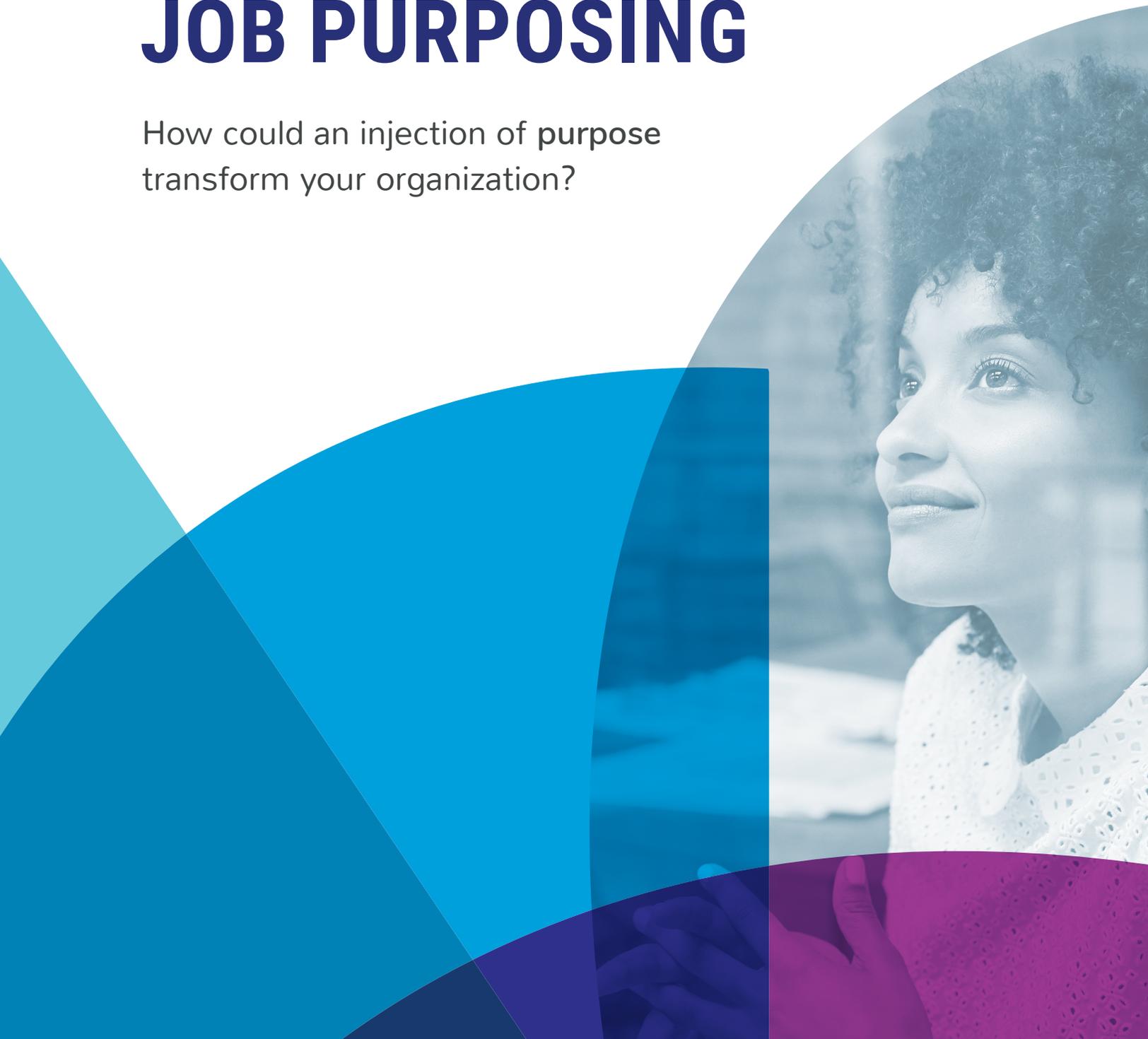


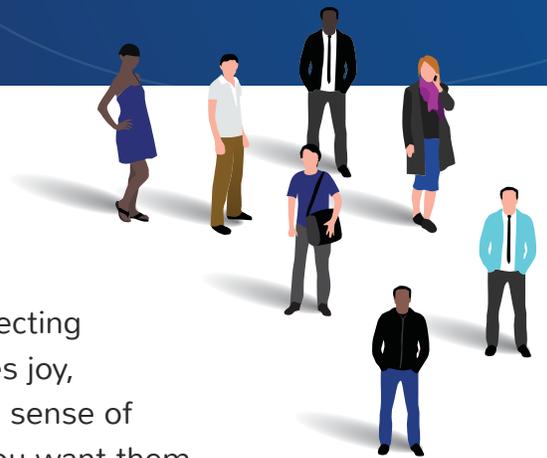


THE POWER OF JOB PURPOSE

How could an injection of purpose
transform your organization?



PURPOSE MATTERS.



How people see their day-to-day work changes everything. Injecting meaningful purpose into even the most mundane tasks creates joy, passion and deep commitment. But what makes people feel a sense of purpose that can move them from where they are to where you want them to be? At [Vision Wheel](#), that's among the questions we ask, and answer, every day. We analyze nuances that cause disengagement, remove barriers to action, and do what it takes to motivate people towards strategic change.

No matter an organization's sector or space, we've seen (again and again) that forward movements start with a solid foundation of [purpose](#). When day-to-day work is fueled by an inspired understanding of 'why we're doing what we're doing', it can change the whole outlook and seep into the DNA of even the most complex organizations.

There's a job purpose drought in many organizations and it's leading to disengagement and a revolving door.



8x

Average number of times people have switched jobs by the age of 33.

220%

Employees who say they work at a purpose-driven company are 220% more likely to feel engaged. – Deloitte

We spend so much of our lives working. In fact, most of us **devote** a third of our lives to work. And we switch jobs often, searching for something more fulfilling – or just easier to put up with. Work can get uninspiring all too quickly. There's a job purpose drought in many of our organizations and it's leading to disengaged people and a revolving door.

Thankfully, creating meaning behind why we do **what we do** isn't just a pipe dream. It's not something that only those working for not-for-profits can experience, or the lucky few who have managed to turn their hobby into a job. Actually, it's possible to find fulfillment and **purpose**, in any type of work.



Imagine a school janitor and consider their tasks through a few possible lenses:

I'm mopping the floor, wiping down surfaces and emptying countless garbage cans.



I'm cleaning classrooms, washrooms, halls and gyms so they're ready for the next day.



I'm helping children learn by giving them a sparkling environment for their education.

Viewing banana peels and juice box spills as an opportunity to shape the next generation changes everything.

The janitor with the third perspective understands exactly how daily tasks fit into a wider vision.

Seeing jobs or careers through a lens of **deep purpose**, not only spurs people to keep going, but it also focuses them in a way that brings passion into work, whatever the task. Whether it's flipping burgers, answering calls, entering data or running a meeting, purpose holds the key to a powerful domino effect that changes us all – and the organizations we work for.

WHAT IS JOB PURPOSING?

By 'purposing' a job, we give it a higher purpose. A purpose by which employees know they are contributing to something that's **bigger** than themselves and definitely bigger than their organization's profits.

Job purposing gives people the chance to view their work through a lens of **meaning** and **value**, elevating their understanding of what they are really doing.

It often goes far beyond the values or mission statement an organization might have. It's a much bigger, longer-term way of thinking, which can trickle into the crevices of an organization and transform it in ways that increasing compensation, holding team-building events or decorating cubicles never could!

Job purposing gives people the chance to view their work through a lens of meaning and value.



HOW DO WE 'PURPOSE' JOBS?

There are many ways to inspire people to see the meaning and value behind their work, no matter the technicalities of their job experience! But it's especially important to consider and inspire a view of the bigger picture, for those who might normally only see their small piece in the greater puzzle. Here's an example:

Front-line customer service representatives work hard, often in high-stress environment. Things can feel especially unrewarding after their tenth customer (in one shift) has angrily complained about something outside of their control. When asked why they do what they do, often the answer comes back to 'increasing their employer's profit'. Their pay cheque is usually their biggest personal motivator, and if they're lucky, a nice team of people can make the job a lot more bearable in the short term.

What's usually missed though, are the skills they're **collecting** while going about their daily tasks – the very building blocks shaping their greater careers. These representatives are on what can be considered a fast track for learning skills like agility, focus, persistence and so much more. A job purposing campaign that **elevates** people's view of their role, while showing appreciation for the hard work they put in, can be a total game changer.

With careful consideration of the bigger picture, passion for work can be ignited (or reignited if it was once there but now lost). But the first step in any purposing initiative always requires the discovery of what will motivate those in an organization beyond the next pay cheque or hype campaign. And the discovery of that is a big part of what we, at Vision Wheel, do best. As meaningful purpose is injected into the life of an organization, the impact is always further reaching than you would think.

WHY IS PURPOSE SO POWERFUL?

Job purposing leads to **happier** employees, with higher job **satisfaction**. Purpose-driven employees are more **engaged** too, creating a ripple effect that is always seen in the bottom line (though it isn't a simple formula to trace). For example, any efforts that we pour into job purposing always lead to lower employee turnover and absenteeism – resulting in reduced hiring and training costs. Savings in the area of new-hire training can then be, in part, re-invested in initiatives that actually drive results and profit.



Happy employees
= 3x the
revenue
growth

– Gallup

Lower
turnover
= lower
hiring and
training costs

Engaged
employees
= 22%
higher
productivity

– Gallup

The bottom line is employees are more **emotionally invested** when there is meaning behind what they do. This emotional investment quickly becomes contagious. Further, customers are proven to show increased satisfaction after an experience with an employee who is passionate and emotionally connected to their work.

At [Vision Wheel](#), we've discovered that there's nothing more satisfying than launching an innovative, customized job purposing campaign that changes an organization's culture from the inside out. We're proud of the results we've seen and the thrilled clients we've been able to serve.

As we redefine 'job purposes' across financial, telecom, government, education, consulting, and philanthropic sectors, we find ourselves right in the middle of one of our greater [purposes](#) too: reinjecting joy into the shared human experience of daily work.

How could an injection of [purpose](#) transform your organization?

START YOUR JOURNEY OF DISCOVERY TODAY.





VISIONWHEEL

Vision Wheel is an internal communications agency specialized in one-of-a-kind employee experiences, result-defining employee education and long-lasting employee engagement.

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