

The Personal Meaning Penalty:

The Hidden Cost of Success Without Soul

THE PROBLEM:

Misalignment's Hidden Toll

FOR THE ORGANIZATION

Increased turnover of top talent

Reduced innovation & discretionary effort

Spreads cynicism & harms culture

FOR THE INDIVIDUAL

Chronic psychological distress & anxiety

Emotional exhaustion & burnout

Negative physical health impacts

Mid-career professionals (35-50), high-achievers, and knowledge workers
WHO IS MOST AT RISK?

THE SOLUTION:

Building a Meaningful Workplace

EMPOWER EMPLOYEES WITH "JOB CRAFTING"



Allow staff to actively redesign their roles to better align with their passions and values.

MAKE THE "WHY" VISIBLE AND TANGIBLE



Consistently connect daily tasks to the real-world impact they have on customers and communities.

INTEGRATE VALUES INTO THE EMPLOYEE LIFECYCLE



Use structured conversations about values during hiring, onboarding, and performance reviews.

