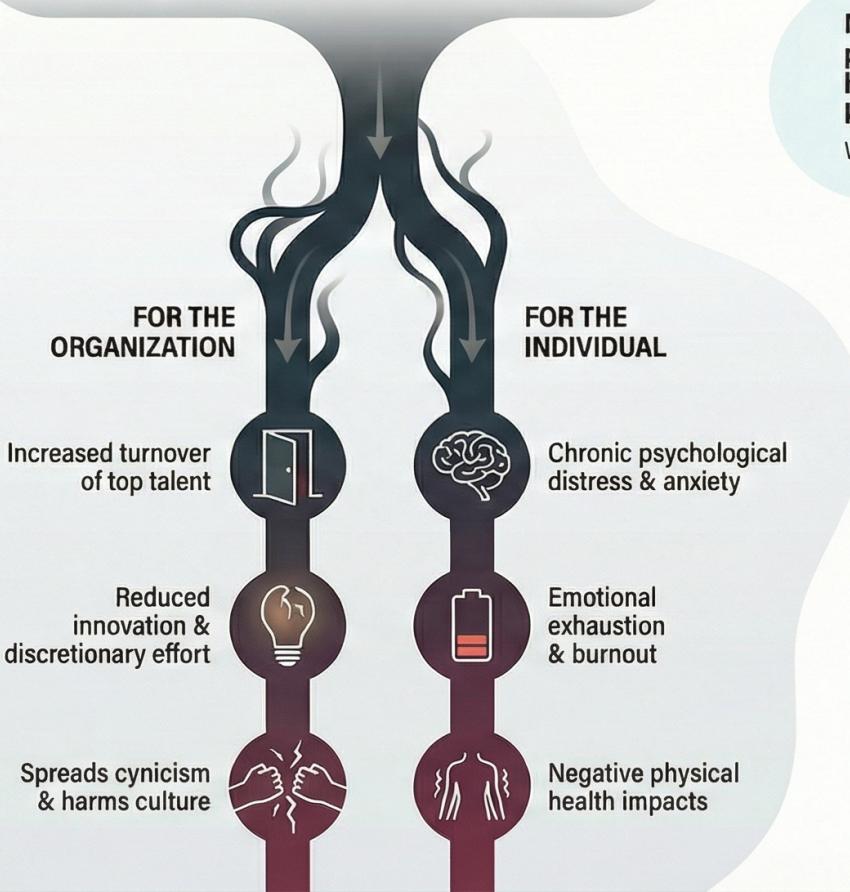


The Personal Meaning Penalty:

The Hidden Cost of Success Without Soul

THE PROBLEM:

Misalignment's Hidden Toll



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



PERSONAL MEANING PENALTY

DEFINITION:
The psychological distress from a deep conflict between your work and your personal values.

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



Task

Happy community

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

INTEGRATE VALUES INTO THE EMPLOYEE LIFECYCLE



Hiring



Onboarding



Performance reviews

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