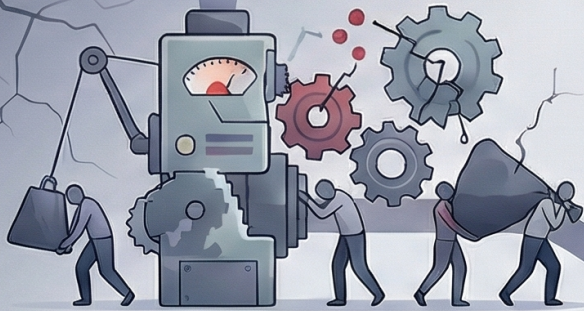


The Purpose Payoff: How Individual Meaning Drives Business Results

THE PROBLEM: The High Cost of Misalignment



A Disconnected Workforce is an Underperforming Workforce

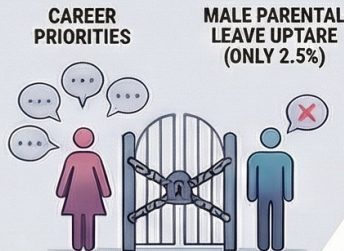


The 'Meaning Penalty'

Organizations pay significantly more to retain talented employees in roles they don't find meaningful.



Social Norms Outweigh Authentic Choice



MALE PARENTAL LEAVE UPTAKE (ONLY 2.5%)

CAREER PRIORITIES

THE SOLUTION: The 'Discover Your Purpose' Intervention

Performance Lifts from the Bottom Up

The program boosts overall performance primarily by helping low-performers improve or transition to a better-fit role.



'Good' Turnover Increases by 21%

Voluntary exits rose as misaligned employees gained clarity, allowing the organization to focus on those who are a better fit.



A Win-Win Financial Return

The firm earned up to a 72% IRR, while employees gained higher bonuses and greater job satisfaction.

