

# THE PURPOSE-DRIVEN ORGANIZATION:

## HR's Opportunity During Crisis & Beyond

### Purpose matters ...



89%

of leaders think **purpose** drives employee satisfaction<sup>1</sup>



73%

of people believe companies can **increase profits and improve communities**<sup>2</sup>



67%

of consumers are more likely to **forgive a mistake made by a purpose-driven company**<sup>3</sup>

### ... especially during crises



85%

of people would likely support **purpose-driven companies**<sup>3</sup>



84%

of execs believe clear purpose **impacts an organization's ability to transform**<sup>3</sup>



64%

of B Corps were more likely to **survive the last financial crisis**<sup>4</sup>

### PURPOSE is:



A clear and concise statement that inspires people to deliver value to multiple stakeholders:

- Employees
- Customers
- Suppliers
- Shareholders
- Communities

The unifying philosophical compass that drives "why we do this."

### Purpose-driven organizations are self-reinforcing systems.

#### Recruitment



**Purposeful alignment.** Prioritize candidates whose purpose aligns with the organization.

**Diverse talent pipelines.** Attract diverse candidates.

#### Candidate Experience



**Inclusive experience.** Maintain an inclusive approach.

**Discerning selection protocols.** Evaluate how individual purpose aligns with the organization's.

**Debiased hiring process.** Address potential bias in hiring.

#### Employer Brand



**Employee value proposition.** Influence an authentic employer brand through a positive employee experience.

#### Organizational Culture



**Psychological safety.** Build an environment of trust and transparency.

#### Volunteerism

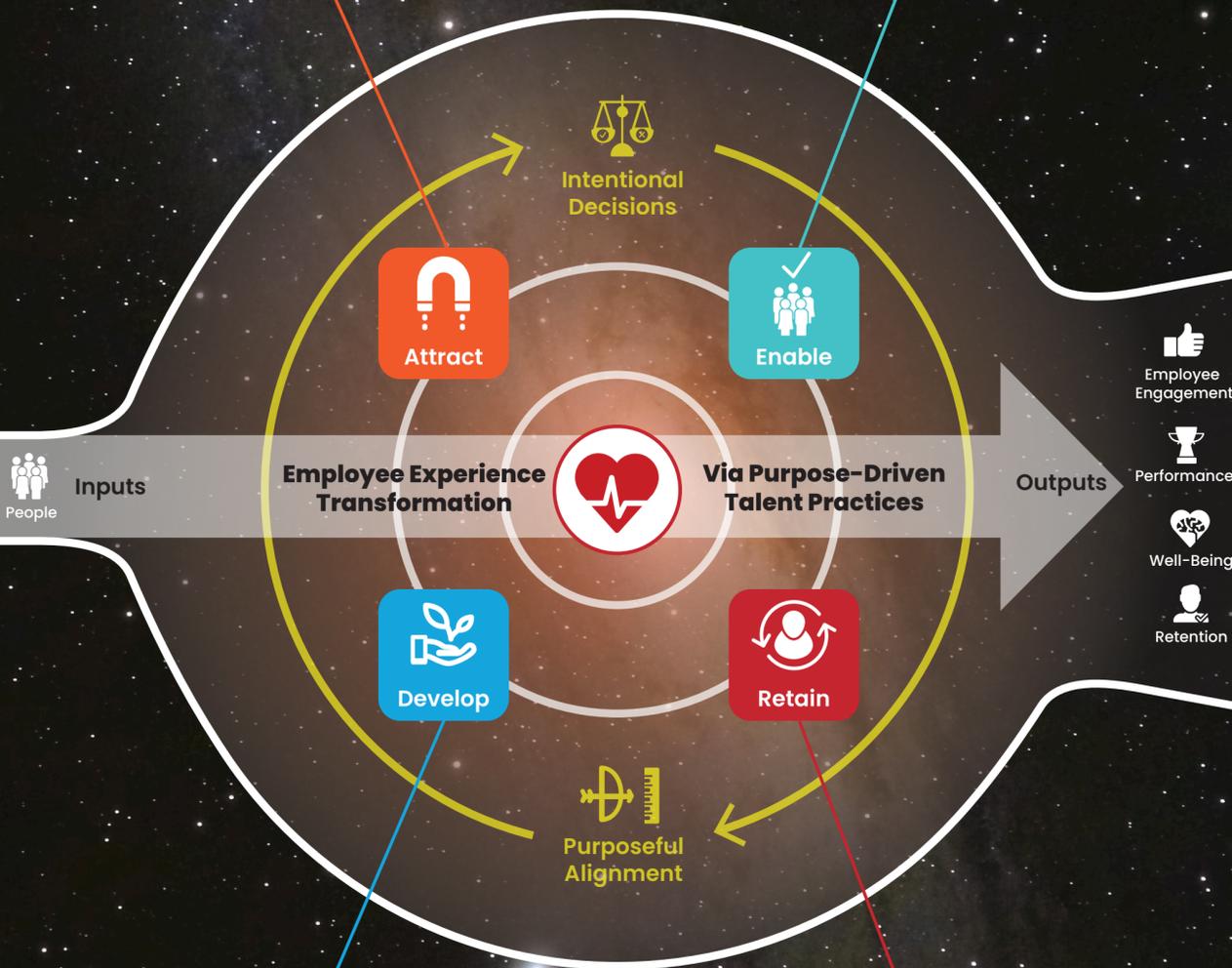


**Purposeful volunteering.** Combine volunteerism with skills development.

#### Well-Being



**Well-being as stakeholders and stakeholders.** Promote physical, financial, and psychological health.



#### Employee Engagement



**Purpose-driven employee engagement.** Assess engagement around a shared purpose.

#### People Analytics



**Impact of purpose-driven talent practices.** Measure, validate, and communicate value.

#### Diversity & Inclusion



**Fairness and inclusion.** Cultivate a positive employee experience.

#### Learning



**Social and immersive experiences.** Use learning to align employees to purpose.

#### Career Planning



**Meaningful conversations.** Encourage meaningful conversations aligned to purpose.

#### Leadership Development



**Purpose-driven leaders.** Expose leaders to developmental activities with dual value.

**Intentional decisions and clear priorities align employees to purpose and motivate them to act.**

### To Ignite Purpose ...



Take our self-assessment



Collaborate with stakeholders



Identify areas to work on



Build broader support for changes



Get feedback from your organization

For more details, download our report: <https://redthreadresearch.com/2020/09/15/purpose-driven-orgs/>