**THE PURPOSE-DRIVEN ORGANIZATION:**

HR’s Opportunity During Crisis & Beyond

**Purpose matters ...**

- 89% of leaders believe purpose drives employee satisfaction
- 73% of people believe companies that operate with a sense of purpose will do better during a crisis
- 67% of consumers are more likely to continue their relationship with a purpose-driven company

... especially during crises

- 85% of people would likely support purpose-driven companies
- 84% of people believe companies can increase profits and improve communities
- 67% of consumers are more likely to forgive a mistake made by a purpose-driven company
- 84% of execs believe clear purpose impacts an organization’s ability to transform
- 64% of B Corps were more likely to survive the last financial crisis

**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.”

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

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**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