

EXECUTIVE WHITE PAPER

*The
Purpose
Factor®*

Executive Summary



Purpose First, Performance Always

Purpose may seem like a trend, but it's here to stay. Helping people find their purpose and use it everyday is the key to organizational health and growth. More than a motivational buzzword; we now know that purpose alignment drives clarity, conviction, and connection—three critical outcomes that enable top performance.

Purpose Drives Engagement

At every level of an organization, individuals are asking two simple questions: “Am I worth it?” and “Is this worth it?” These questions shape their decision to stay, their level of engagement, and their productivity at work. No matter the size of the team or the industry, people don't just need direction; they need personal conviction and team connection to fully engage. Purpose provides the answer. It empowers people to connect authentically and give their best where it matters most. Purpose alignment fosters loyalty and inspires individuals to live fully engaged, ready to make a difference in the lives of others.

Purpose has an ROI

Research consistently demonstrates that purpose alignment leads to higher engagement, retention, and recruitment success. Here's a closer look at the impact:

- **Retention:** According to McKinsey, 87% of people who feel their work is aligned with their purpose intend to stay with their organization long-term.
- **Recruitment:** 93% are willing to bring in others from their network when they feel connected to their purpose at work.

- **Positive Impact:** 96% of purpose-driven team members believe their organization has a positive impact on those they serve.¹

This data aligns with findings from Google's Project Aristotle, which identifies clarity, psychological safety, meaning, and impact as the foundation of high-performing teams.²

The Purpose Factor®: The First-in-Class Purpose Assessment

Unlike traditional personality assessments, The Purpose Factor® Assessment is designed to align individual identity with organizational mission and meaning. It is designed to connect a person's identity with their Purpose and align it to organizational mission. Built from thousands of hours of research, it reveals actionable insights that help people live out their Purpose in real, practical ways, empowering them to serve with renewed focus and meaning. This level of Purpose alignment is a game-changer for organizations serious about building a culture of fulfillment and resilience.

The Transformational Impact of Purpose

Purpose clarity transforms organizations, strengthening loyalty, conviction, and impact through more profound clarity, stronger team connection, and sustained individual commitment. For leaders, it's a pathway to creating a culture where every person is connected to a shared mission and feels called to a higher purpose. For companies, it's an iron dome over their marketing, recruiting, and employee engagement.

World-class organizations have already embraced the "Purpose Economy," recognizing that work must be transformational, not merely transactional.

This white paper details some of the most prominent research around purpose discovery and pulls together important case studies that support the growing desire for meaning inside and outside of the workplace.

¹ McKinsey & Company. (2020, December 3). *Purpose, not platitudes: A personal challenge for top executives*. <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/purpose-not-platitudes-a-personal-challenge-for-top-executives>

² Google. (n.d.). *Guide: Understand team effectiveness*. re:Work. <https://rework.withgoogle.com/en/guides/understanding-team-effectiveness>

Purpose is Driving Modern Organizations



In today's rapidly shifting landscape, purpose has emerged as a core driver of organizational health and sustainable growth. As we enter the Purpose Economy, there has been a transformative shift where individuals and organizations are prioritizing meaning and mission, knowing it leads to productivity. Organizations that fail to embrace purpose as part of their DNA risk losing out on talent, loyalty, and long-term success. It's not just an HR or professional development issue, though. Companies who opt out of the Purpose Economy will miss out on viral marketing trends and important market differentiation opportunities as well.

Purpose-driven organizations are setting new standards for success. Research confirms that purpose alignment profoundly impacts engagement, retention, recruitment, and the overall experience for those served. Here's how aligning individuals with their purpose is redefining organizational outcomes across critical areas.

Purpose: How We Experience Fulfillment

Employees and managers at all levels are looking for certainty. They want certainty that their work is meaningful, certainty that their role is secure, and certainty that what they are doing is worth it. When team members ask, "Should I stay or should I leave?" they are really looking for certainty. These questions define their commitment, determining whether they'll stay and contribute, how deeply they'll engage, and how much time they're willing to invest in the company. Purpose provides the fuel for motivation, commitment, and ultimately, success. Studies show that purpose-driven individuals are more willing to bring their best to the organization's mission.³

Engagement: Powered by Purpose

³ Gallup. (2023). *World's trillion-dollar disengagement problem*. Gallup.
<https://www.gallup.com/workplace/393497/world-trillion-dollar-workplace-problem.aspx>

Imagine a workplace or community where every individual feels connected to their purpose; a place where they don't just show up to work, but show up to serve. Research from Gallup shows that employees who feel their work has personal meaning are 1.7 times more likely to be engaged than those who don't. Engagement is directly tied to purpose clarity, empowering individuals to bring their best selves to their roles and fostering a culture where contribution is valued over mere task completion.

- **McKinsey:** A purpose-aligned workforce drives higher engagement, with individuals 4.6 times more likely to feel inspired by their work.⁴
- **Gallup:** Employees who find meaning in their work report 41% lower absenteeism and 17% higher productivity. This is clear evidence that purpose-driven engagement translates to real organizational gains.⁵
- **Deloitte Human Capital Trends:** Purpose-driven organizations report 30% greater resilience in their workforce, leading to higher productivity and lower burnout.⁶

Google's Project Aristotle reinforces that clarity and meaning are core pillars of effective team performance. Psychological safety, dependability, structure and clarity, meaning of work, and impact of work all serve as essential drivers for successful teams, placing clarity and connection at the center of sustainable engagement.⁷

When purpose discovery is prioritized, engagement can be truly measured as it relates to purpose alignment at work. Purpose enables individuals to see their work or contribution as part of something bigger, inspiring a level of dedication beyond job descriptions.

Retention: Purpose Keeps People

High turnover is costly for organizations in every sector, both financially and culturally. Purpose offers a compelling solution. Studies show that employees who feel their work aligns with their

⁴ Dhirga, Naina, Andrew Samo, Bill Schaninger, and Matt Schrimper. "Help your employees find purpose—or watch them leave." *McKinsey & Company* 31 (2021).

<https://alaskacrossindustryplan.org/resources/help-your-employees-find-purpose-or-watch-them-leave.pdf>

⁵ Sorenson, Susan. "How employee engagement drives growth." *Gallup business journal* 1, no. 1 (2013): 1-14.

http://dyckerhoff-partner.de/images/Downloads/Dyckerhoff_Gallup_Studie_How%20_Employee_Engagement_Drives_Growth.pdf

⁶ Schmitt, Alexander Thomas. "Scenario Analysis for the Future of Audit in the European Union—Strategic Recommendations for Deloitte—Scenario 3: Bottleneck Audit—Narrative, Strategy, and Early Indicators." Master's thesis, Universidade NOVA de Lisboa (Portugal), 2024.

<https://search.proquest.com/openview/a8e891d8a2df47207ce1a8ab3ccb84d7/1?pq-origsite=gscholar&cbl=2026366&diss=y>

⁷ Google. (n.d.). Guide: Understand team effectiveness. re:Work.

<https://rework.withgoogle.com/en/guides/understanding-team-effectiveness>

Purpose are significantly more likely to stay with their current employer, reducing turnover and building long-term stability. This translates to higher retention among students or members who feel a sense of belonging and relevance in educational or community settings.

- **Real-World Example:** Consider a corporate team where each member understands their unique purpose within the organization. They see their role as part of a larger mission, encouraging commitment beyond salary or benefits. In this environment, team members are more likely to weather challenges and remain loyal to the organization, reducing costly turnover and ensuring customer service and productivity continuity.
- **Supporting Data:** Research shows that turnover can cost an organization up to 150% of an employee's annual salary.⁸ By reducing turnover through purpose alignment, organizations can save significantly on recruitment and training costs. According to McKinsey, 87% of employees who feel their work aligns with their purpose intend to stay.⁹ This contrasts sharply with those who lack purpose clarity, who are far more likely to seek fulfillment elsewhere.¹⁰
- **Deloitte Human Capital Trends:** Companies with strong purpose alignment have 50% lower turnover rates than those who don't prioritize purpose; showing that purpose is a key differentiator in employee loyalty.¹¹

Purpose is both an intrinsic motivator and a powerful loyalty driver. When individuals feel connected to their organization's mission and see their work as meaningful, they're significantly more likely to stay and engage fully. By investing in purpose alignment, organizations create a culture where individuals feel a sense of belonging and personal relevance.

Recruitment: Attracting the Best Talent

In a competitive job market, purpose-driven organizations stand out. Today's workforce, especially Millennials and Gen Z, actively seek roles that align with their values and aspirations. Purpose serves

⁸ Crisp, Gayla. "Employee turnover: Costs, causes and cures." (2021).
<https://digitalcommons.murraystate.edu/bis437/354/>

⁹ Dhingra, Naina, Andrew Samo, Bill Schaninger, and Matt Schrimper. "Help your employees find purpose—or watch them leave." *McKinsey & Company* 31 (2021).
<https://alaskacrossindustryplan.org/resources/help-your-employees-find-purpose-or-watch-them-leave.pdf>

¹⁰ Dhingra, Naina, Andrew Samo, Bill Schaninger, and Matt Schrimper. "Help your employees find purpose—or watch them leave." *McKinsey & Company* 31 (2021).
<https://alaskacrossindustryplan.org/resources/help-your-employees-find-purpose-or-watch-them-leave.pdf>

¹¹ Schmitt, Alexander Thomas. "Scenario Analysis for the Future of Audit in the European Union—Strategic Recommendations for Deloitte—Scenario 3: Bottleneck Audit—Narrative, Strategy, and Early Indicators." Master's thesis, Universidade NOVA de Lisboa (Portugal), 2024.
<https://search.proquest.com/openview/a8e891d8a2df47207ce1a8ab3ccb84d7/1?pq-origsite=gscholar&cbl=2026366&diss=y>

as a powerful recruitment tool, attracting individuals who resonate with the organization's mission and are motivated to contribute.

- **Real-World Example:** Consider an organization that integrates purpose alignment into its hiring process to ensure that candidates' values and strengths align with the company's mission. Candidates connected to organizational purpose consistently demonstrate greater initiative, positivity, and commitment, and are more likely to become advocates for the brand.
- **Supporting Data:** Purpose-driven employees are more than twice as likely to be advocates for their company, enhancing recruitment through referrals and a positive reputation. McKinsey found that 93% of purpose-driven employees are willing to recruit their network to join, creating a robust, self-sustaining talent pipeline.¹²
- **PwC Purpose in the Workplace Study:** Over 80% of Millennials consider it essential to work for a company that values purpose, highlighting a generational shift in priorities that organizations can leverage to attract the best talent.¹³

In today's competitive job market, purpose-aligned recruitment is a differentiator. Organizations that connect candidates to their mission from the outset attract values-driven individuals who resonate with the organization's vision. These individuals become brand ambassadors, sharing the organization's values and mission in ways that traditional recruitment efforts cannot match.

Customer and Member Experience: Purpose in Action

Purpose-driven organizations create a powerful customer impact. When front line team members, executive leaders, and support staff are all connected to their purpose, they bring a level of commitment and care to interactions that go beyond surface-level service. Purpose-driven individuals see their roles as meaningful contributions, leading to more thoughtful, compassionate, and impactful engagements.

- **Real-World Example:** Take, for example, a customer service team in an organization where each member feels connected to a larger purpose. Rather than viewing interactions as transactional, these individuals approach every customer experience with empathy and dedication. This personal investment enhances customer satisfaction, as customers feel seen, valued, and understood.

¹² Dhingra, Naina, Andrew Samo, Bill Schaninger, and Matt Schrimper. "Help your employees find purpose—or watch them leave." *McKinsey & Company* 31 (2021).
<https://alaskacrossindustryplan.org/resources/help-your-employees-find-purpose-or-watch-them-leave.pdf>

¹³ Yahya, Mohd Sahrul Syukri, Mohd Gadaffie Abd Aziz, and Mohd Azlan Ab Jalil. "The Future Of Gen Z Talent In 2030 Adapting Talent Management Strategies For A New Workforce Era." *Education, Sustainability & Society (ESS)* 7, no. 1 (2024): 45-49. <https://educationsustainability.com/paper/1ess2024/1ess2024-45-49.pdf>

- **Supporting Data:** Purpose-driven companies report 30% higher customer satisfaction rates and stronger loyalty, according to Harvard Business Review.¹⁴ Additionally, 96% of purpose-aligned employees feel their organization positively impacts customers, proof that purpose-driven cultures lead to better service and lasting loyalty.¹⁵

Purpose-aligned individuals bring elevated commitment and care to their interactions with customers, members, or clients. When team members see their work as part of a meaningful mission, they naturally provide a higher level of service, fostering trust and loyalty among those they serve.

¹⁴ Guy. "How Customer Feedback Fuels Continuous Improvement and Business Growth.." Business - General, BusinessFitness, Customer Experience, CX, Customer Service, Customers, Excellence, Growth, Lifetime Value, Marketing, Profitability, Sales, Success. (Sep 19, 2024).
<https://businessfitness.biz/customer-feedback-growth-improvement/#:~:text=Harvard%20Business%20Review%20sates%20that,higher%20satisfaction%20and%20rapid%20growth>.

¹⁵ Guy. "How Customer Feedback Fuels Continuous Improvement and Business Growth.." Business - General, BusinessFitness, Customer Experience, CX, Customer Service, Customers, Excellence, Growth, Lifetime Value, Marketing, Profitability, Sales, Success. (Sep 19, 2024).
<https://businessfitness.biz/customer-feedback-growth-improvement/#:~:text=Harvard%20Business%20Review%20sates%20that,higher%20satisfaction%20and%20rapid%20growth>.

The Purpose Factor® Assessment Development



The Purpose Factor® Assessment isn't your typical psychometric assessment or personal leadership quiz. It was developed as a secondary product to help companies retain and engage their next generation employees. What was once considered only a Millennial requirement at work, purpose alignment became the clear and consistent desire employees of all ages demanded. But how do you measure purpose? And can you help an entire group or organization find their purpose simultaneously? Ten years and thousands of research hours working with Fortune 50 companies, the U.S. military, and prominent brands on purpose alignment, the Purpose Factor® was born. It was built to assess an individual's core identity and give them clarity on how they are most fulfilled, immediately increasing engagement and motivation.

The Purpose Factor® Assessment offers a unique approach to making purpose alignment a reality at every level of an organization. By aligning Purpose, organizations can tap into a wellspring of motivation, loyalty, and impact that transforms cultures from within.

What Makes This Assessment Different

Where traditional assessments like StrengthsFinder®, DISC®, or Myers-Briggs® focus on categorizing personality traits, the Purpose Factor® Assessment goes deeper. It identifies a person's core motivations and reveals how they can best serve a larger mission, helping individuals understand how they work best and why their work matters. This connection between identity and mission is the foundation for creating fulfillment, loyalty, and impact across an organization. When individuals see

their work as an expression of their Purpose, their engagement and commitment to the organization's mission increase dramatically.¹⁶

The Purpose Factor® Research Methodology

The Purpose Factor® Assessment was developed rigorously, combining research with thousands of hours of observational coaching practice to ensure every insight is grounded in real-world experience. Each element and archetype within the assessment (e.g., Natural Advantage, Pull-Passion) has been carefully developed through iterative field research to capture the core drivers of purpose, refined through hands-on practice that highlights the unique role of purpose in real organizational contexts. This practical foundation makes the assessment uniquely actionable, providing insights that transcend static personality profiles and connect purpose to tangible organizational outcomes. One senior Google leader shared, "It's the best and most accurate assessment I have ever taken."

Assessment takers are provided a report that feels personalized to them. Their results are one out of 625 possible combinations. For leaders, these insights become a powerful tool for aligning team members with roles that resonate with their Purpose. For individuals, it gives them a roadmap to take control of their fulfillment and experience the best of what life has to offer.

The Purpose Factor® Assessment doesn't categorize people; it connects them to themselves. With a unique blend of research and real-world application, this assessment helps leaders and team members alike bridge the gap between personal identity, professional performance, and organizational mission, creating a culture where Purpose is the driving force behind performance. Leaders can use The Purpose Factor® Assessment to cultivate a culture where Purpose drives performance, resilience, and retention.

¹⁶ Kazimoto, Paluku. "Employee engagement and organizational performance of retails enterprises." *American Journal of Industrial and Business Management* 6, no. 4 (2016): 516-525.
<https://www.scirp.org/journal/paperinformation?paperid=65896>

Answering Key Questions Leaders Ask



As organizations consider implementing The Purpose Factor® Assessment, leaders may question how it can integrate with their current processes and drive tangible results. This section addresses some of the most frequently raised questions, clarifying how Purpose alignment supports organizational goals, strengthens retention, and enhances mission-driven impact.

For-Profit Leaders: What You Need to Know

“Will this really work?”

Purpose alignment is a proven strategy for organizational growth. Research consistently shows that purpose-driven cultures foster higher engagement, loyalty, and productivity. According to McKinsey (2021), employees who live their purpose at work are four times more likely to report higher engagement and nearly five times more likely to be resilient in the face of change.¹⁷

By connecting personal Purpose with organizational goals, The Purpose Factor® Assessment helps organizations create an environment where team members are motivated to contribute meaningfully and stay committed long-term. Purpose alignment has a measurable impact on the bottom line.

¹⁷ Dhirga, Naina, Andrew Samo, Bill Schaninger, and Matt Schrimper. "Help your employees find purpose—or watch them leave." *McKinsey & Company* 31 (2021).
<https://alaskacrossindustryplan.org/resources/help-your-employees-find-purpose-or-watch-them-leave.pdf>

“What’s the ROI on this?”

Investing in purpose-driven alignment yields substantial returns. A McKinsey study found that 87% of employees who feel their work aligns with their purpose plan to stay with their employer.¹⁸ Reducing turnover means fewer recruitment and training costs, which can exceed an employee’s annual salary.¹⁹

Additionally, purpose-driven employees are more than twice as likely to become advocates for their organization, creating a deeper recruitment pipeline. By reducing turnover and enhancing advocacy, The Purpose Factor® Assessment ultimately translates into cost savings and increased organizational efficiency.

“Won’t employees leave after finding their Purpose?”

A common misconception is that purpose alignment might encourage employees to look elsewhere. Rather than prompting departures, purpose clarity encourages individuals to engage more deeply within their current roles. When employees feel fulfilled and see their role as part of a greater mission, they’re more likely to stay loyal to their current organization.

Deloitte found that organizations with strong purpose alignment have 50% lower turnover rates.²⁰ The Purpose Factor® Assessment provides leaders with actionable insights to support team members in aligning their Purpose within the organization, strengthening their commitment and loyalty.

“How will this fit into our existing processes?”

The Purpose Factor® Assessment is designed to integrate seamlessly into key organizational functions like recruitment, onboarding, and professional development. By using the assessment in hiring, organizations can identify candidates who align with the company’s mission, reducing the chances of future turnover. For onboarding, the assessment enhances engagement by helping new hires connect personally with their role. When integrated into performance reviews or career development, it provides insights that guide growth, aligning with individual and organizational goals. Purpose alignment becomes a natural extension of these existing processes, amplifying onboarding, career progression, and team engagement with measurable clarity and efficiency.

Mission-Driven Leaders: What You Need to Know

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Schmitt, Alexander Thomas. "Scenario Analysis for the Future of Audit in the European Union—Strategic Recommendations for Deloitte—Scenario 3: Bottleneck Audit—Narrative, Strategy, and Early Indicators." Master's thesis, Universidade NOVA de Lisboa (Portugal), 2024.
<https://search.proquest.com/openview/a8e891d8a2df47207ce1a8ab3ccb84d7/1?pq-origsite=gscholar&cbl=2026366&diss=y>

“How does this align with our mission and values?”

For purpose-driven organizations, alignment with mission is non-negotiable. The Purpose Factor® Assessment was explicitly designed to support organizations in deepening individual connection to their larger mission. By helping team members, students, or community members identify their Purpose, the assessment enables them to see their contributions as personally meaningful.

This alignment enhances their motivation to serve others, creating a community where individuals are engaged and deeply committed to advancing the organization’s mission. According to the Harvard Business Review, purpose-driven organizations report 30% higher engagement rates, reinforcing the assessment’s alignment with mission-based goals.²¹

“Will it impact member or student retention?”

Yes, purpose alignment is highly effective in strengthening retention. When individuals feel connected to a shared mission, they are more likely to stay and actively engage.

Recent studies show that students who connect their studies to a personal sense of purpose are significantly more likely to persist to graduation.²² Similarly, in community-based organizations, purpose-aligned members feel a stronger bond with the organization, resulting in higher participation and long-term loyalty.²³

“How will this impact degree relevancy or community engagement?”

Purpose alignment fosters deeper connection to learning and community. By helping individuals connect their unique strengths and values with the mission of the institution, the assessment enhances relevance and engagement. For students, this translates to more meaningful academic paths and a greater sense of purpose in their studies.

For community organizations and associations, members who feel personally aligned with the organization’s mission are more inclined to participate and contribute actively. Research shows that

²¹ Guy. "How Customer Feedback Fuels Continuous Improvement and Business Growth.." Business - General, BusinessFitness, Customer Experience, CX, Customer Service, Customers, Excellence, Growth, Lifetime Value, Marketing, Profitability, Sales, Success. (Sep 19, 2024).
<https://businessfitness.biz/customer-feedback-growth-improvement/#:~:text=Harvard%20Business%20Review%20states%20that,higher%20satisfaction%20and%20rapid%20growth>

²² Yukhymenko-Lescroart, Mariya, and Gitima Sharma. "Sense of life purpose is related to grades of high school students via academic identity." *Helikon* 8, no. 11 (2022).
[https://www.cell.com/helikon/fulltext/S2405-8440\(22\)02782-7](https://www.cell.com/helikon/fulltext/S2405-8440(22)02782-7)

²³ Mills, Mark, Pejvak Oghazi, Magnus Hultman, and Aristeidis Theotokis. "The impact of brand communities on public and private brand loyalty: A field study in professional sports." *Journal of Business Research* 144 (2022): 1077-1086. <https://www.sciencedirect.com/science/article/pii/S0148296322001758>

purpose-aligned individuals are more resilient and report higher satisfaction, which positively impacts their long-term involvement and commitment.²⁴

In addressing these common questions, The Purpose Factor® Assessment demonstrates its unique ability to support engagement, retention, and mission alignment across diverse organizational settings. With purpose-driven alignment, organizations can confidently move forward, unlocking sustainable growth and impact.

²⁴ Carreno, Adolfo M. "Purpose-Driven Transformation: Aligning Organizational Culture with Values and Mission." *Institute for Change Leadership and Business Transformation*. <https://doi.org/10.5281/zenodo.14187315> (2024).
https://www.researchgate.net/profile/Adolfo-Carreno/publication/385939679_Purpose-Driven_Transformation_Aligning_Organizational_Culture_with_Values_and_Mission/links/673cbe80c1b80e56164a1632/Purpose-Driven-Transformation-Aligning-Organizational-Culture-with-Values-and-Mission.pdf?__cf_chl_tk=V3BDvkQFhgfc1WdfG2mogh.0fTcCG1NVvcvG2k1ANc-1748885181-1.0.1.1-FEuf9.Wxiyklq_TDF6R476SfBW2Px927e9.h7UMrgdQ

Implementing *The Purpose Factor®* Assessment



The Purpose Factor® Assessment is designed to be scalable and transferable, adaptable to organizations of any size, from small teams to global networks. Its flexibility allows it to become part of key organizational processes, making purpose alignment a foundational element of organizational culture.

As it integrates into recruitment, onboarding, performance reviews, and professional development, the assessment creates opportunities for authentic relationships, fostering an environment where individuals and teams are empowered to connect deeply with their Purpose.

How to Recruit with Purpose

Integrating the Purpose Factor® Assessment into the recruitment process helps organizations attract skilled candidates who are aligned with their mission. This alignment sets the foundation for long-term engagement and retention, making recruitment more strategic and purpose driven.

- **Step 1:** Include purpose alignment in the job description and interview process. Communicate the organization's mission and values and invite candidates to consider how these align with their Purpose.
- **Step 2:** Use the assessment as a discussion tool during interviews, helping candidates and hiring managers explore how the candidate's Purpose aligns with the organization's goals.
- **Step 3:** Evaluate candidates based on both their skills and their alignment with organizational Purpose, choosing individuals who show strong purpose alignment.

By beginning the relationship with purpose in mind, recruitment becomes about filling roles and building a community of individuals motivated to contribute meaningfully.

How to Onboard with Purpose

Purpose alignment during onboarding fosters immediate engagement, helping new hires connect personally with their roles and feel valued. The assessment's insights allow leaders to guide newcomers in understanding how their unique strengths and values support the organization's mission.

- **Step 1:** Integrate purpose-alignment discussions into onboarding sessions, first sharing the Purpose of the organization and what mission the new employee is now joining.
- **Step 2:** Use assessment results to drive the onboarding experience, offering the new employee an opportunity to learn the role according to their Purpose Factor® Elements.
- **Step 3:** Establish an initial “Purpose check-in” at the end of the first 90 days, creating an open conversation about purpose alignment and how they can bring their best to the role.

Through purpose-driven onboarding, individuals feel an immediate sense of belonging and clarity in contributing to the larger mission.

How to Increase Performance with Purpose

Integrating The Purpose Factor® Assessment into performance reviews allows leaders to integrate personal growth within the organization's mission, reinforcing a framework in which personal growth is situated within a greater organizational mission.

- **Step 1:** Begin each review by revisiting the individual's purpose alignment and how it has influenced their performance, acknowledging their unique contributions to the organization's mission.
- **Step 2:** Use assessment insights to discuss growth areas that resonate with the individual's Purpose, guiding them toward roles or projects that deepen their engagement.
- **Step 3:** Set purpose-aligned goals, equipping team members to pursue goals that integrate personal fulfillment with organizational impact.

This approach ensures reviews go beyond metrics to reinforce meaningful alignment between personal Purpose and professional growth.

How to Develop Leaders with Purpose

Purpose-driven development empowers team members to grow in alignment with their intrinsic motivations, fostering a culture of long-term engagement and fulfillment. The Purpose Factor®

Assessment serves as a foundation for ongoing development by aligning individual growth with the organization's evolving needs.

- **Step 1:** Have all team members or participants take the Purpose Factor® Assessment and bring their results to the next meeting.
- **Step 2:** Host a round-table discussion with participants about their results. First, discuss how they currently experience fulfillment in their role, and how they can, according to their assessment results, experience even more fulfillment. Then, discuss how you can as a team support each other in their Purpose.
- **Step 3:** Offer Purpose-aligned development opportunities, such as mentorship, skill-building programs, or Purpose-driven project roles. Regularly revisit the assessment results to guide each person's development path, ensuring that their growth aligns with both their Purpose and the organization's objectives.

By framing development as a purpose-driven journey, the assessment helps organizations retain talent motivated to evolve in alignment with the mission. This approach represents a process and a strategic pathway to enduring engagement and sustained organizational growth.

Conclusion



In today's Purpose Economy, aligning individual Purpose with organizational mission doesn't just inspire people, it creates stronger teams, higher performance, and measurable growth. The Purpose Factor® Assessment empowers leaders to create cultures where individuals are productive, but fully engaged; teams are not just cohesive, but committed; and Purpose becomes the foundation of enduring growth. Purpose alignment is no longer optional.

Throughout this white paper, we've explored how the Purpose Factor® Assessment can transform key areas of organizational health, reducing costly turnover, increasing productivity, enhancing recruitment, and fostering a culture of loyalty and resilience. Purpose alignment builds legacy. It creates a ripple effect that extends beyond the organization, touching clients, members, and communities with enduring impact.

For forward-looking organizations, purpose alignment offers not just a strategy, but a competitive advantage in the evolving world of work. The Purpose Factor® Assessment is a tool that strengthens organizational culture at every level, aligning individuals with a mission that matters. As leaders navigate the future, the path is clear: invest in purpose, empower your teams, and watch clarity transform your culture and your impact on the world.