The crisis of purpose

PwC’s Strategy& conducted a global survey with 540 participants across industries and levels to learn more about how people feel at work and how to better engage and motivate them to bring their best to work every day to further the company’s agenda. Here’s what we found…

People don’t feel good at work

% employees who feel at least somewhat…

Passionate 46%

Excited 47%

Motivated 44%

Proud 46%

Satisfied 36%

Employees aren’t connected to the organization

Employees who feel fully connected to the company’s purpose

36%

28%

Employees who can clearly see the value they create

39%

Employees who agree their job allows them to fully leverage their strengths

22%

Purpose holds great potential to inspire

% of employees who feel at least somewhat…

Passionate 22%

Excited 22%

Motivated 31%

Proud 23%

Satisfied 22%

Other 22%

Are you using your purpose to motivate your workforce? Read more in “Why Are We Here?” on HBR.org

How to define a winning purpose for your company? Read more on our Capabilities-driven Strategy microsite

How to get feedback from your top employees as to how they perceive the company’s purpose? Explore what Aperture, the annual strategy scan, can offer you

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There is a way out of this crisis:

Define your company’s purpose as your promise to customers.

“How can you expect employees to come to work every day ready to further the business if they don’t know how they fit in?”

Employees who clearly see the value they create

36%

28%

Employees who feel fully connected to the company’s purpose

36%

28%

Proud

67%

Connect with intention across boundaries: Break down organizational silos so people across the organization can work together to achieve your purpose.

Invest behind your purpose: Put your money where your purpose is.

Proud

63%

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Proud

63%

Companies that are clear about how they create value for customers

89% 101% 100% 100% 99% 100% 100%

Clearly articulating your purpose is only the beginning.

To ensure execution of your purpose, you must:

Be a magnet for the right talent: Be clear about the few capabilities at which your company needs to excel to deliver on its purpose and hire and retain world-class talent in those areas.

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