

# Purpose Economy Employer's Guide

"An eye-opening study of the Purpose Economy the  
foundations for a better business world."  
— ARIANNA HUFFINGTON, Chief Executive Officer, Huffington Post Media Group

The  
**PURPOSE**  
**ECONOMY**

AARON H

How Your Desire for  
and Community

IMPERATIVE.



# Employer's Guide

Here are eight recommended ways to use the Purpose Economy to maximize sustained fulfillment and performance across your organization.

## 1. ORGANIZATIONAL PURPOSE

What is your organization's purpose? Use the organizational purpose worksheet starting on **page 187** to facilitate a conversation with your team about your purpose. Based on your selected drivers you can then begin to design everything from your goals to marketing messages in powerful alignment.

## 2. RECRUITING FOR PURPOSE

Are you hiring purpose-oriented candidates, those known to be the best hires? When you interview candidates, use the worksheet starting on **page 83** to create questions to assess if a candidate is likely to be purpose-oriented.

## 3. HIRING FOR PURPOSE

How will specific candidates experience purpose in their jobs? Many employers provide a copy of the Purpose Economy to top candidates and ask them to read **chapter six** and come to the next interview with their reflections on their purpose drivers. It creates a powerful conversation that helps sell purpose-oriented candidates on the job.

## 4. TEAM BUILDING WITH PURPOSE

How do you leverage the diversity of purpose on a team? Have your team read **chapter six** and come to a team meeting ready to share their drivers and talk about how they impact their work and what motivates them (as well as their biases). Come up with a team purpose based on your work and the diversity of purpose on the team.

## 5. PURPOSE-DRIVEN CAREER PLANNING

Beyond titles and promotions, how do you create a meaningful plan for someone to really be intentional about their career? Have them read **chapter six** and select their purpose drivers. Explore with them how they use each in their work today and how they could show up in a much bigger way later in their career. Help them identify key areas for development to help them reach those goals.

## 6. BOOSTING MEANING IN JOBS

How do you help employees find more purpose in their current job? Have managers help their team members hack their job to take ownership of their own fulfillment and find small ways to boost it. The background on the science of job hacking and prompt questions are on **pages 130-134**.

## 7. ORGANIZATIONAL PURPOSE ADOPTION

How far along are you on the adoption of purpose and the talent strategies needed to thrive? Have your team discuss the new and historic approaches to talent based on the table on **page 161**. What are your strengths and where do you need to invest in change?

## 8. SPARKING PURPOSE-BASED INNOVATION

How do you create breakthrough innovations using purpose? Have your team use the worksheet starting on **page 225** to apply social movement theory to your market and uncover breakthrough insights as well as legacy assumptions you need to drop.

**To order copies of the new paper back extended edition of the The Purpose Economy for your employees visit [800ceoread.com](http://800ceoread.com) for volume discount pricing.**

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### CERTIFIED PURPOSE LEADER PROGRAM

Imperative's Certified Purpose Leaders Program is a one year program that equips you to connect all your employees and teams to their purpose and the purpose of your organization. Over the course of a year, we work with two leaders within an organization to thoughtfully introduce, pilot, embed and begin to scale the use of the purpose assessment platform.

Learn how employers from LinkedIn to Etsy to Kenneth Cole are partnering with Imperative to thrive in the Purpose Economy, contact Arthur Woods at [arthur@imperative.com](mailto:arthur@imperative.com).