

THE POWER OF WORK'S HIGHER PURPOSE IN DRIVING EMPLOYEE ENGAGEMENT & BUSINESS RESULTS

BRUCE PFAU & ROBERT QUINN

ASSUMPTION

PAST determines the PRESENT.
When does the FUTURE determine the PRESENT?

PURPOSE or a GOAL

EMPLOYEE OWNER

Personal crisis can shift our purpose

What is the purpose of our COMPANY?

Watch the eyebrow of the CEO.
Most CEOs do not want to do

PURPOSE
W.O.R.K

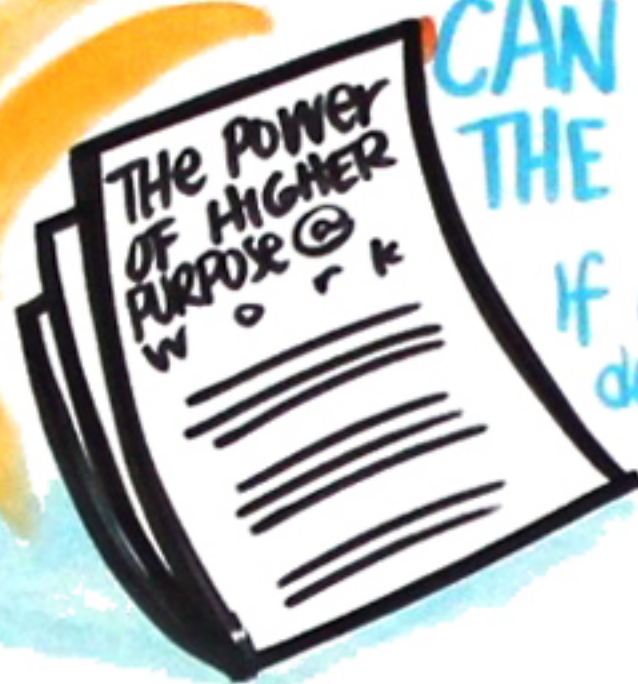
CRISIS → PURPOSE

That's an Opportunity for You!
That makes You a LEADER...

PURPOSE + COMPENSATION

CAN WE CHANGE THE TITLE?

If accountants can do it, think of what Your organization can do!



WHAT MATTERS:
We acquire capacity when we move away from OURSELVES.

YOU ARE PREGNANT
SHE WILL STOP.
IT EMPOWERS US.



K.P.M.G
INSPIRING PEOPLE!

Retention is HIGH
Turnover is LOW



KPMG:
30,000 People
AUDIT TAX & ADVISORY PRACTICES

! I'm helping put a man on the MOON!

ENGAGEMENT
LOYALTY
PURPOSE

WHAT DO YOU DO AT K.P.M.G?



I conduct Audits...

Protect Life Savings!

TELL US YOUR STORY!

We were always less

4

Hmm... what are the other companies doing?

We change HISTORY.

People PERSONALIZED THEIR PURPOSE.

→ Inspire Confidence & EMPOWERCHANGE ←

When I started we were in a difficult space.
LOW MORALE, HIGH TURNOVER, LOW RETENTION

IT HELPED IMPROVE PRIDE AND CONFIDENCE IN OUR W.O.R.K.P.L.A.C.E

IT'S ALL ABOUT YOUR PERSPECTIVE.

The 3 BRICKLAYERS...

WHY IT WORKED:

* Pent up appetite * Emotional messaging * Lateral/viral Communications * Leader Involvement * IT HAS TO BE AUTHENTIC.

WHAT IS YOUR PURPOSE?

HOW CAN YOU DO PURPOSE WORK IN YOUR AREA OF BUSINESS?