



Organizational Impact of Purpose and Kumanu's Outcomes

MODERN WORKFORCE CHALLENGES

Absent a people-first strategy that builds an authentic employee experience by creating meaningful work, trust, and growth, organizations will continue to experience unprecedented rising costs of their human capital.

Engagement

53% of workers are not engaged impacting productivity¹

Costs US companies **\$550 billion** per year

Burnout

61% of employees are burned out²

Take more sick days

2.6 x more likely to look for another job³

23% more likely to visit ER³

Turnover

Costs employers **33%** of workers salary to replace⁴

H&W Spend

Average employee health and wellbeing spend is **\$15,000** per year

New questions raised on clinical effects & over reliance on incentives⁵

1. Gallup Employee Engagement Survey, August 2018 (n=30,600 employees)

2. Gallup survey, July 2018 (n=7,500 employees)

3. World Health Organization classified burnout as an official diagnosis, May 2019

4. 2017 Work Institute Retention Report

5. JAMA, *Effect of Workplace Wellness Programs and Employee Health & Economic Impact*, April 2019

THE IMPACT OF INDIVIDUAL PURPOSE

Over the last decade, a mounting body of evidence demonstrates that helping an individual build a sense of 'why' is the strongest and most enduring internal motivator, significantly impacting metrics that matter for leading organizations.

Engagement

Employees with a strong sense of purpose at work:

88% significantly more satisfied with their job¹

83% feel engaged¹

Productivity

Employees with a strong sense of purpose at work:

89% more productive¹

80% more impactful¹

Turnover

10% drop in employee turnover²

3x more likely to stay in a purpose-driven organization³

Financial Success

12–16% added EBITA margin / improved operating performance²

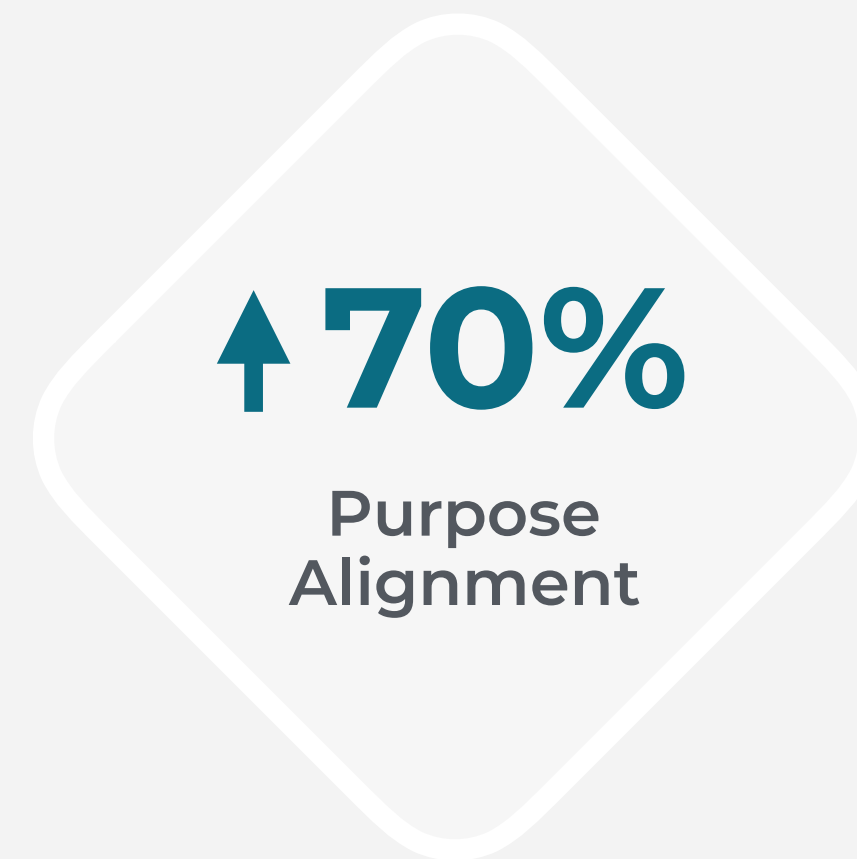
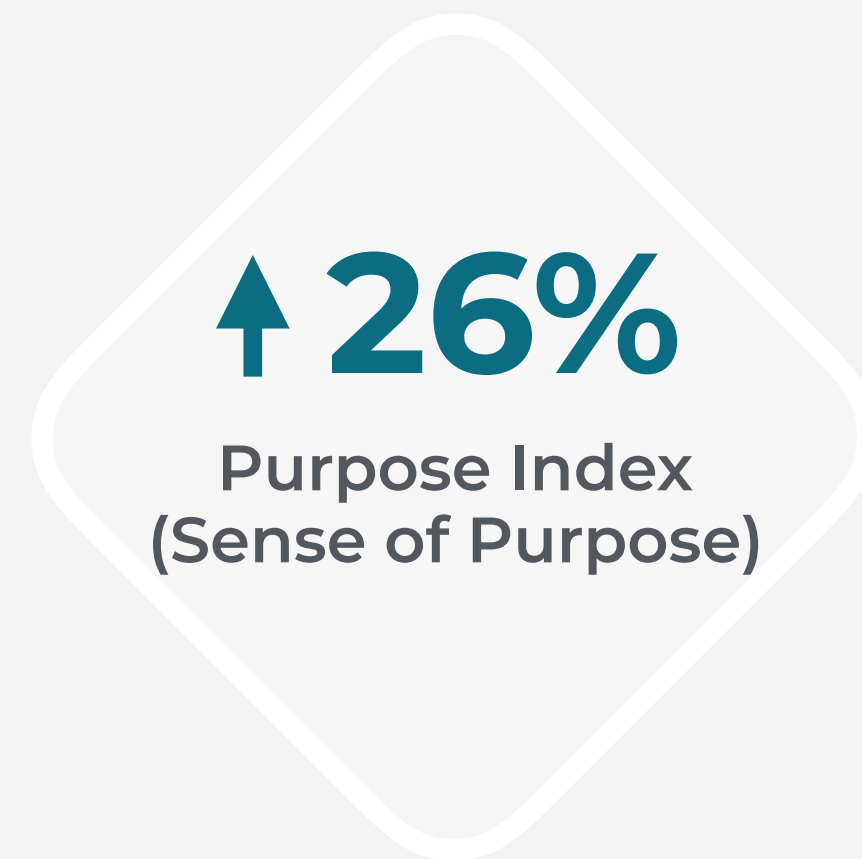
1. MetLife 17th Annual Employee Benefit Trends Survey, 2019

2. Korn Ferry "The economic Impact of Purpose," 2019 report

3. Raj Sisodia, *Firms of Endearment*

KUMANU DRIVES INDIVIDUAL PURPOSE

Unlocking the power of purpose that fuels organizational performance has previously been limited and costly to scale—until now. Kumanu’s PurposeCloud™ and Purposeful Leaders™ helps employees build and habitually align with what matters most—creating a more engaged, productive, resilient, and healthier workforce.



OTHER PURPOSECLOUD BENEFITS

Through Kumanu's book of business and research outcomes, we have also seen when individuals develop a sense of purpose, it leads to other tangible results and benefits that further improve engagement, productivity, retention, and wellbeing.

↑ 79%

Talent Activation Index
(Energy, Creativity,
Presence)

↑ 109%

Wellbeing
Index

↓ 36%

Feelings
of Depression

↑ 50%

Physical Health

↑ 22%

Work-Life
Balance