

# Put Your People Strategy in Motion with Purpose

A strong sense of purpose...

## Drives Organizational Performance

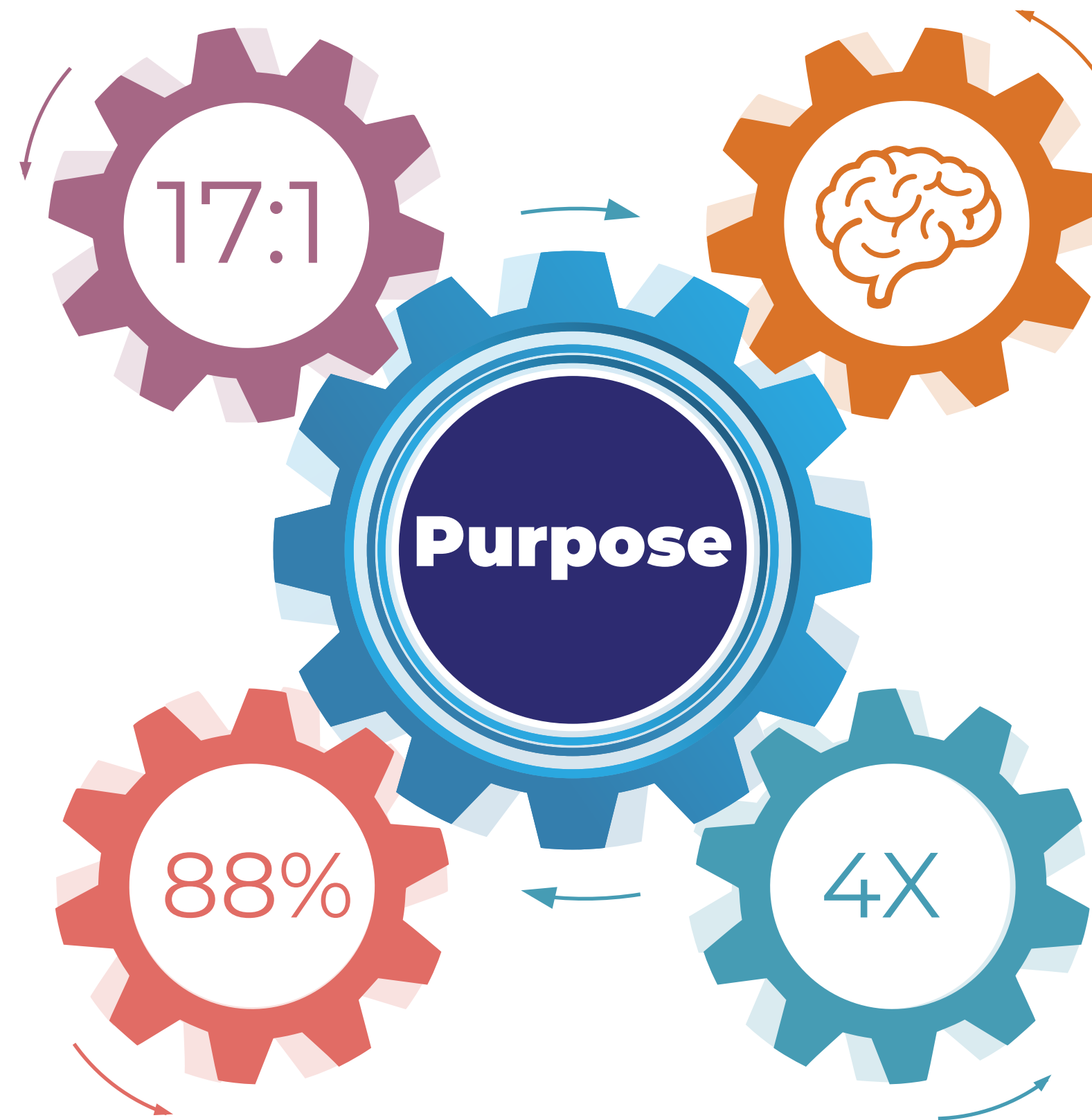
The Business Roundtable redefined the Purpose of a Corporation to promote "An Economy that Serves All." Why? Because purpose-driven companies outperform the S&P 500 17:1 and produce greater employee satisfaction and retention.

Sources: <https://www.firmsofendearment.com>  
<https://opportunity.businessroundtable.org/ourcommitment/>

## Creates an Authentic Employee Experience

88% of employees who feel a strong sense of purpose report feeling satisfied with their job. A culture of purpose creates an environment where people, teams, and organizations connect authentically.

Source: <https://www.metlife.com/content/dam/metlifecom/us/ebts/pdf/MetLife-Employee-Benefit-Trends-Study-2019.pdf>



## Builds Resilience

Purposeful people sleep better, stress less, and bounce back from adversity quicker. Their strong emotional health helps them frame challenges as opportunities for growth.

Source: <https://www.mitpressjournals.org/doi/abs/10.1162/jocn.2007.19.2.237?journalCode=jocn>

## Improves Inclusion & Belonging

Purpose opens hearts, minds, and doors. Researchers found that "purpose emerged as a robust indicator of greater diversity comfort beyond the effect of other [factors] measured in the study."

Source: <https://www.ncbi.nlm.nih.gov/pubmed/25246037>

Ready to join the purpose movement? Let's connect!  
Reach out to us at [howpurposeworks@kumanu.com](mailto:howpurposeworks@kumanu.com) or visit [kumanu.com](http://kumanu.com)

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