

Q08. The mission or purpose of my company makes me feel my job is important.

Help Me See My Importance

Employees want to believe in what their employer does. Excellent performance occurs when people are deeply attached to a sense of purpose in their lives. When employees feel that their job is important, they want to do more of it.

At a fundamental level, we all need something to do — and ideally, this is something that we believe in and look forward to doing at work every day.

When people believe in what their employer does and feel a connection between their work and their personal mission, they are more likely to stay with the organization and feel like they are an integral part of something bigger than themselves.

In Gallup's database, 25% or more of workers in retail trades, financial services and chemical manufacturing strongly agree that the purpose of their company makes them feel their job is important.



Three Important Things to Focus on

- 1 Take It Seriously.** Create a shared mission that guides the team's actions and decisions.
- 2 Do What Is Right.** Mission, vision and values inform thoughts, actions and behaviors. Your employees will feel successful when they experience a sense of purpose every day.
- 3 Be the Torchbearer.** Bring the company's mission or purpose to life.

Engaging Conversation Starters

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The most effective managers foster a feeling of purpose among employees by clarifying the organization's mission and describing how it relates to their daily work.

Quick Connect Conversation

A Quick Connect is a one- to 10-minute conversation to stay connected with employees and their short-term work.

Questions to Ask	Sharpen Your Approach
When do you feel your job is important? Have customers ever told you that you have helped them or made a difference? When do you take pride in working here?	Listen for evidence that your employees know their value to the team, organization and customers. Think about what you can do to make it easy for your team members to maximize their contributions.

Team Check-In Conversation

A team Check-In is a 10- to 30-minute conversation to discuss team successes and current needs while still keeping a focus on the team's future work.

Questions to Ask	Sharpen Your Approach
What is most important to our team? How does our team affect other teams? What can we do to make our internal or external customers' experiences more valuable? How would you describe our mission?	Help your employees understand the organization's mission in simple terms so that they know how to act on it.

Individual Developmental Conversation

Developmental conversations are typically 10 to 30 minutes. They help assess and identify employees' engagement needs.

Questions to Ask	Sharpen Your Approach
When do you feel that your job is important? What do you do to make our customers' experiences more valuable? What do you do in your role that you are most proud of? What causes you to take pride in the work you do?	Listen for exactly what constitutes "pride." How can you help this employee align this pride with the mission and purpose of the team and organization?