



HELPING YOUR PEOPLE FIND MEANING AT WORK

Developing Strategies to Motivate and Inspire

Uncovering the why of work is what drives people to do their best; armed with a sense of purpose, employees perform better and demonstrate higher levels of engagement. The organization subsequently enjoys increased productivity and more customer satisfaction.

Yet many leaders fail to take talent on the necessary journey to make meaning in the workplace. As a result, they miss two integral components of talent development: commitment and contribution. Employees don't just need competencies to do their work well—they also need to feel ownership, purpose, and a deep sense of belonging.

So how do we invest ourselves and our team in the search for meaning? And how, once invested, do we actually contribute to the sense of purpose that our people feel in their work?

This Learning Sprint looks at why making meaning makes money—how a commitment to helping your talent find meaning in work can produce measurable, bottom line results. It will also explore tangible areas where employees find meaning in their work, particularly through company expectations and individual contributions to the organization. Finally, we'll look at how you can become a true meaning maker for the people around you.

Developed in partnership with:



OUTCOMES

- Develop strategies to increase meaning within a team and across an organization
- Identify meaning-making best practices
- Construct a plan to elevate employee meaning and engagement

YOU WILL

- Discuss the importance and market value attached to making meaning at work
- Learn how to build an employee value proposition
- Understand how to appropriately set expectations with your employees, and how to understand their needs and expectations
- Explore approaches to help your people discover more meaning through their work

ABOUT THE EXPERT



DAVE ULRICH

- Professor at the Ross School of Business, University of Michigan
- Partner at the RBL Group, a consulting firm focused on helping organizations and leaders deliver value
- Ranked #1 most influential international thought leader in HR by HR Magazine
- Consulted and conducted research with over half of the Fortune 200
- Nobels Colloquia Prize for Leadership on Business and Economic Thinking

SPRINT OUTLINE

DAY 1 MAKING MEANING FOR YOUR PEOPLE	DAY 2 STRATEGIES FOR MAKING MEANING AT WORK	DAY 3 DRIVING COMMITMENT THROUGH AN EMPLOYEE VALUE PROPOSITION	DAY 4 BECOMING A MEANING MAKER	DAY 5 INTERACTIVE CAPSTONE
<ul style="list-style-type: none"> • Making Meaning Makes Money • Why Do Employees Need to Find Meaning in Work? • The Making of Abundance 	<ul style="list-style-type: none"> • Strategies for Defining Meaning in Work • What Am I Known For and Where Am I Going • With Whom Do I Travel 	<ul style="list-style-type: none"> • An EVP Drives Commitment • Constructing an EVP • What Are Employees Giving to the Organization? • What VOICE Does Your Talent Value Most? 	<ul style="list-style-type: none"> • A Menu for Meaning • Building a Positive Work Environment • Increasing Abundance at Your Organization • How Did You Do? 	<ul style="list-style-type: none"> • Options include Video Response, Online Discussion, or Live Event • Cohort members and expert(s) exchange ideas about content significance, application, and follow through