



GALLUP®

Q08. Mission/Purpose of Organization

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 employers do. When employees feel that their job is important, they want to do more.

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

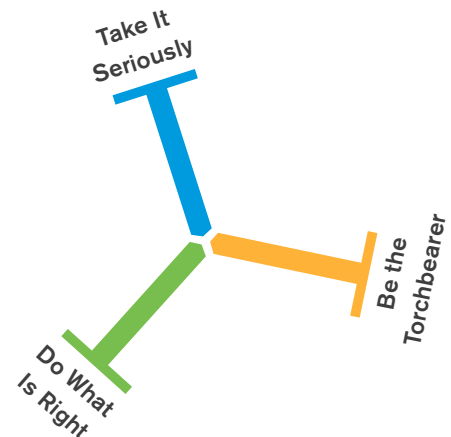
Mission-driven workgroups suffer 30% to 50% fewer accidents and have 15% to 30% less turnover.

Three Important Things to Focus On

Take It Seriously: Create a shared mission that guides the team's actions and decisions.

Be the Torchbearer: Bring the company's mission or purpose to life.

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.



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