

Field Guide to Meaningfulness

The Energage Survey Statement

“My job makes me feel like I am part of something meaningful.”

Survey Theme: **Connect**



Why Meaningfulness Matters

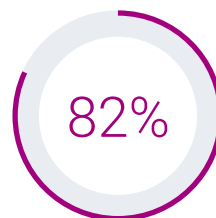
Meaningfulness is the difference between laying bricks and building a cathedral. Work without meaning is drudgery, but meaningful work feels effortless. Since most people spend the majority of their waking hours at work, they need to know the time they spend has a positive impact on the world — no matter how small.

When employees feel meaning in their work, they're more productive, happy, healthy, and engaged. When people clearly understand how their individual contributions benefit the organization and the people it serves, they're motivated by a whole lot more than a paycheck or set of perks.

Meaningfulness at Top Workplaces vs. Average Organizations



Average
Organizations



Top
Workplaces



Top 10%
Top Workplaces

Only 69% of employees at average organizations responded positively to the Clued-In Employees statement on the [Energage Survey](#). But at Top Workplaces, this jumps to 82-92%.



How to Help

Quick Fixes

- Encourage teams to discuss how their work makes a difference.
- Find and share stories of how work improves the world for customers.
- Talk often about how each person and team contributes to the group.
- Enable employees to find and design their own work methods they can be proud of.

Big Picture Plans

- If available, encourage people to re-read the cover letters that got them the job. This can help them remember what got them excited about the work at first.
 - Help employees meet or visit clients so they can see the mission in action.
 - Ensure the organization's mission reflects meaning that can resonate with many.
-



What to Watch for

- Assuming everyone finds meaning in the same way.
- Employees who expect the organization to tie work to meaning.
- Failing to communicate your vision and mission throughout the organization.
- Making the mistake of linking organizational growth and revenue to meaning.



What Meaningfulness Sounds Like

"I find my work meaningful because our company is founded on positive principles and fairness. My job can be stressful at times, but when I look at the bigger picture, I know I am part of something special. This isn't just an average company; we're based on being the best."

"There's a sense of making a difference here. My knowledge of the industry, the opportunity to train and develop others, and the ability to help the company succeed financially makes me an important part of the team. I take pride in our company!"

"I have been in sales for over 20 years and have never felt so engaged in the day-to-day operations as I do here. I feel like I matter. I have a voice — and when I speak, people listen to what I have to say."

"Being able to mentor and help others to develop. Being a part of a company that values the communities in which we operate is so important. I am proud of what we have given back, and look forward to giving more."

"I think the most meaningful thing is everyone is always willing to help. No matter which department, you can ask a question and someone will have an answer."