

A woman with her hair in a bun, wearing glasses and orange overalls over a white t-shirt, is sitting in a wooden chair. She is smiling and looking down at her hands, which are clasped together. The background is a blurred indoor plant. The entire image has a blue tint.

# IMPERATIVE

SNAPSHOT

## ACTIVATING PURPOSE WITH MANAGERS

Leverage the power of purpose and peer coaching to help people managers thrive and develop the leaders of the future.

## MANAGER PURPOSE ACTIVATION

Imperative uses the science of purpose to inspire managers and to tap intrinsic motivation to drive change.



Only 15% of front line managers and employees believe they can live their purpose through their job. (McKinsey)

Imperative co-founder Aaron Hurst, author of *The Purpose Economy*, explains that everyone has *purpose drivers*. **We're all "wired" to feel a sense of purpose based on whom we impact, why we work, and how we lead.** These drivers typically don't change as people switch jobs or roles. They're more like a personal "North Star."

**The Imperative platform is designed to help each manager identify their purpose drivers and connect the drivers to their work.** This creates more productive workers and more successful organizations. A McKinsey study found that of 100 variables, purpose has the greatest impact on employee motivation -- even more than compensation. And working with Imperative, LinkedIn found that their purpose-oriented employees are:

- 54% more likely to stay at a company for 5-plus years
- 30% more likely to be high performers
- 69% more likely to be promoters on the eNPS scale measuring engagement and loyalty

**Peer coaching is an essential part of building a sense of meaning and purpose at work.** That's because purpose is not as simple as a company's mission statement. Instead, it's unique to every individual.

3X

Employees who regularly reflect on their purpose are 3 times more likely to feel their purpose is fulfilled at work. (McKinsey)

*Personal purpose helps me strive to be better, to be the best supervisor that I can be.*



Manager, Retail

**When managers specifically connect with their sense of purpose, the benefits amplify throughout the organization.** Imperative research has found that employees at all levels are far more likely to report feeling fulfilled when they perceive that their manager has a purpose mindset and sees work as being about more than money and status. They're also more likely to remain at a company for ten years, and become net promoters on the eNPS scale -- far ahead of their counterparts.



*Imperative's purpose profile articulated my purpose better than I've ever been able to do.*

Manager, Finance

IMPACT OF PERCEPTION OF MANAGER MINDSET

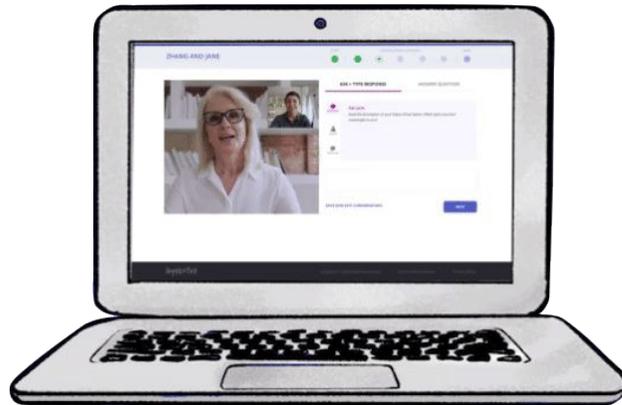
MANAGER PERCEIVED TO HAVE PURPOSE MINDSET		MANAGER PERCEIVED TO NOT HAVE PURPOSE MINDSET
66%	FULFILLED	28%
30%	10+ YEAR EXPECTED TENURE	20%
+10	eNPS	-50

**Imperative's SaaS platform makes it easy to launch and manage purpose activation with peer coaching at scale.** With wrap-around support, it's a complete solution for your manager development team.



96% of actions taken as a result of peer coaching directly impact the fulfillment of managers.

- Dynamic peer matching
- Purpose profile
- Embedded personalized guides
- Conversation scheduling
- Action setting and tracking
- Analytics



**Peer coaching on Imperative is the only scalable solution to help managers embrace and live their purpose at work everyday.**