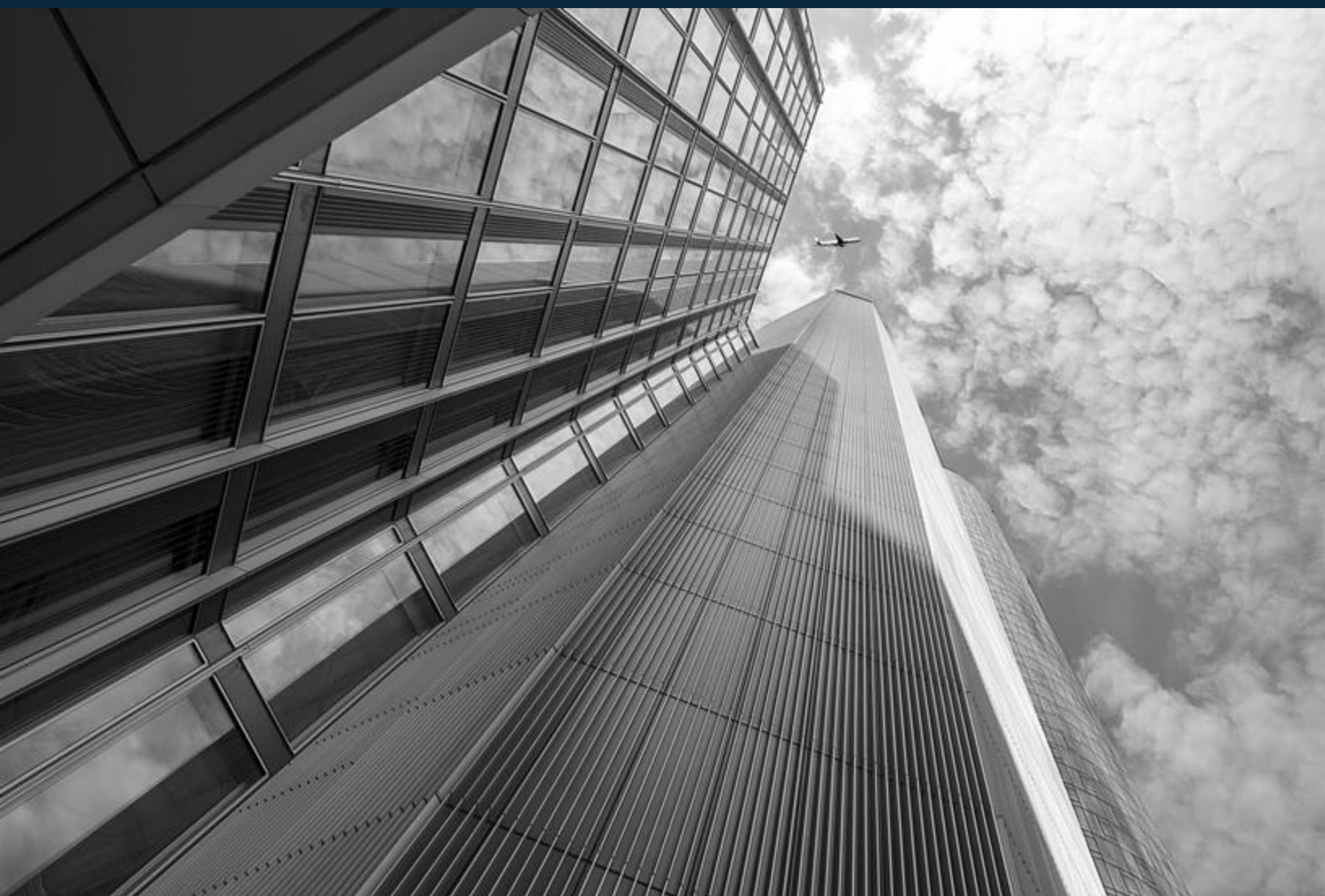


PURPOSE TRENDS REPORT

A selection of what has been published about Purpose in March 2025



March 2025

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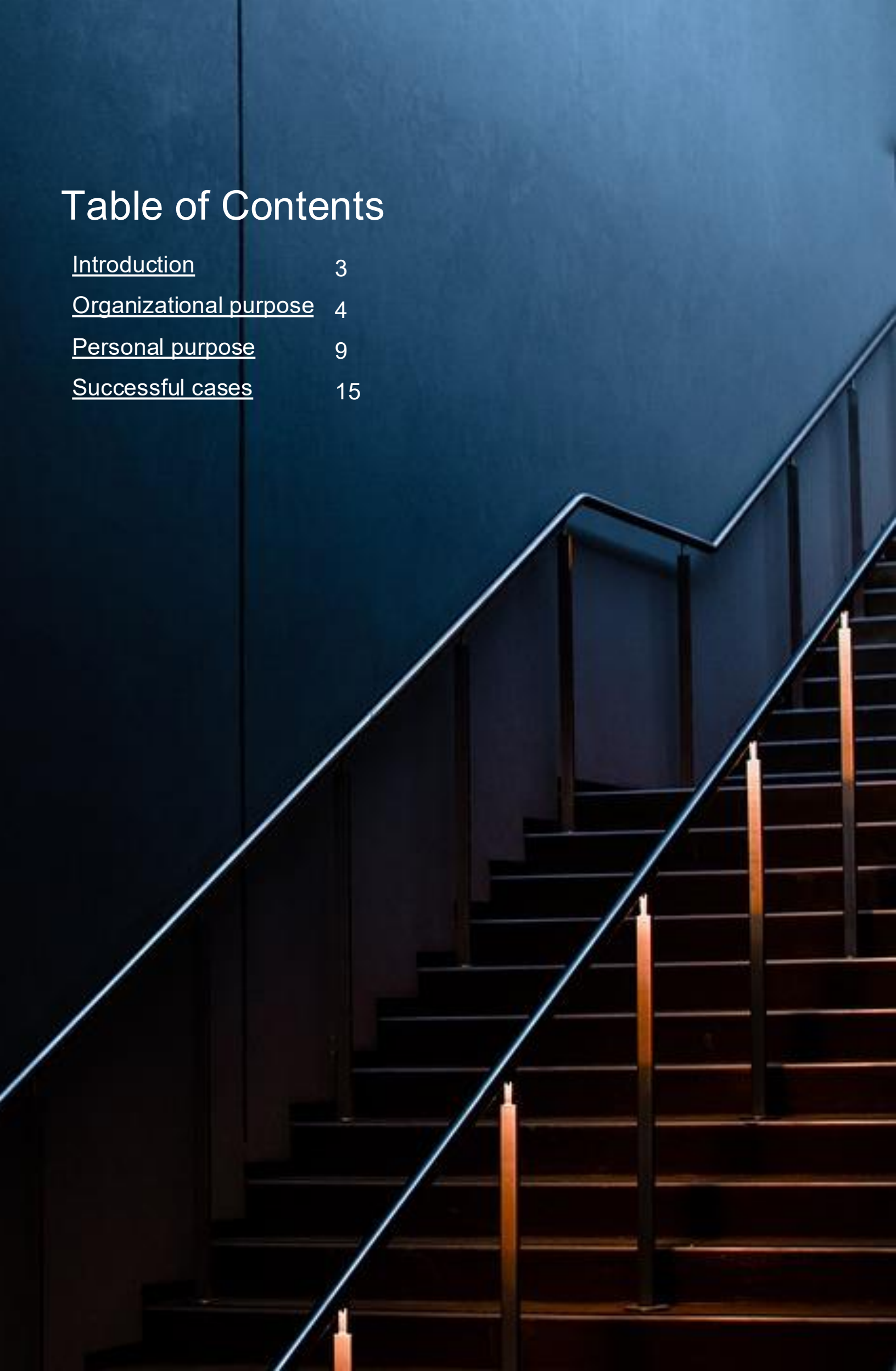
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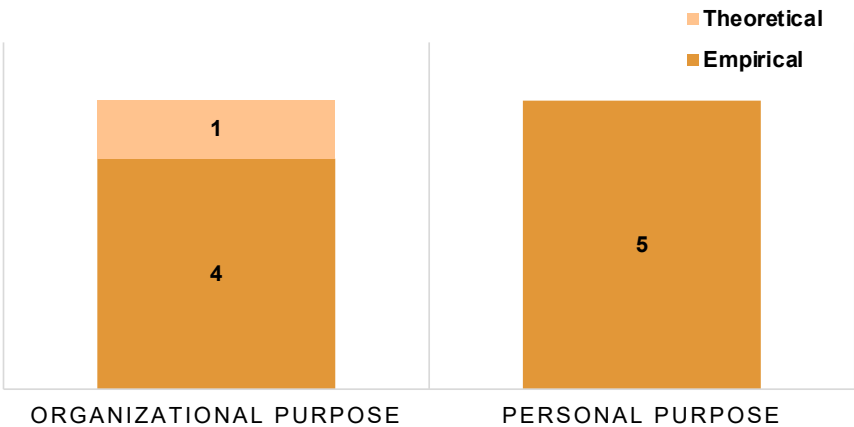
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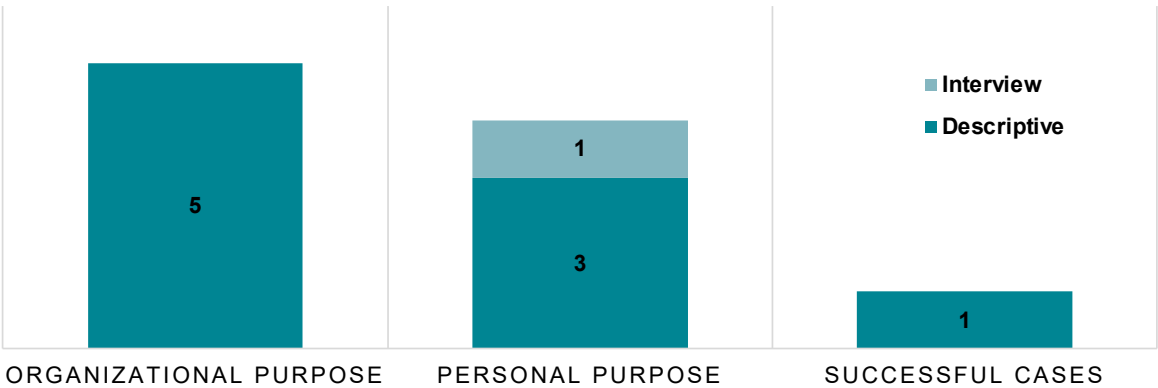
INTRODUCTION

In this report, we want to synthesize the most relevant about corporate purpose published in March 2025. For this aim, we did a content search (using selected keywords) in Scopus and Google Scholar for academic publications; and diffusion magazines and other trusted sites for articles and reports. We selected relevant publications about organizational purpose and personal purpose. Also, we include successful cases that show how corporate purpose has been implemented. Bellow, we present statistics about the selected literature.

ACADEMIC PUBLICATIONS - MARCH 2025



ARTICLES AND REPORTS - MARCH 2025



Recent academic studies underline that corporate sustainability, work engagement, and meaningful work are essential drivers of organizational purpose. Research shows that when CSR practices and job design align with employees' values, engagement and commitment rise. This connects with articles highlighting the challenges and opportunities of embedding purpose authentically within companies. They show that purpose-driven businesses foster resilience, innovation, and success but must avoid superficial initiatives that expose them to public criticism. Deep value alignment emerges as crucial for navigating volatile environments.

Regarding personal purpose, scientific literature highlights the role of psychological courage, motivation under crisis, religious practices, and job characteristics in fostering meaning and resilience at work. Findings show that purpose enhances job satisfaction, reduces stress, and strengthens autonomous motivation. Complementary articles emphasize how leaders and individuals can cultivate meaning by aligning tasks with personal values and fostering community. Together, the research and practical insights underscore the growing importance of personal purpose for well-being, career fulfillment, and organizational contribution.

Finally, several real-world initiatives demonstrate how integrating purpose into operations drives impact. Cases like The Craftory's mission-led investments, The Prospector Theater's inclusive employment, and the Purpose Pledge's ethical business standards illustrate the practical application of purpose principles discussed in academia. These examples show that embedding values into core strategies enhances engagement, social contribution, and long-term success, reinforcing that purpose-driven practices are increasingly becoming a hallmark of resilient and responsible organizations.

Academic publications (8)

Enhancing Corporate Sustainability Through Customer Centricity and Corporate Purpose

Business Strategy and the Environment, JCR Q1 [see online](#)

Abstract: This study investigates the interplay between Customer Centricity (CC), Corporate Purpose (CP), quantified by the Purpose Strength Index (PSI), and Corporate Sustainability (CS), as evidenced by Organizational Citizenship Behaviors (OCB). Survey data from 2607 employees across diverse sectors were used to assess how CC enhances CS and the moderating role of PSI on the relationship between CC and different dimensions of OCB. Findings reveal a direct, positive correlation between CC and CS, significantly boosting extra-role, social, and environmental behaviors. Moreover, while the PSI promotes social and environmental engagement, its influence on extra-role behaviors appears minimal. This research provides new insights into the role of marketing strategies in promoting CS and offers a framework that merges customer-centric and purpose-driven approaches to sustainability. Our study contributes to the literature by highlighting the strategic importance of aligning CC with CP to strengthen CS, underpinning significant theoretical and practical advancements in sustainable practices.

What is the Point of Social Media? Corporate Purpose and Digital Democratization

Philosophy and Technology, SJR Q1 [see online](#)

Abstract: This paper proposes a new normative framework to think about Big Tech reform. Focusing on the case of digital communication, I argue that rethinking the corporate purpose of social media companies is a distinctive entry point to the debate on how to render the powers of tech corporations democratically legitimate. I contend that we need to strive for a reform that redefines the corporate purpose of social media companies. In this view, their purpose should be to create and maintain a free, egalitarian, and democratic public sphere rather than profit seeking. This political reform democratically contains corporate power in two ways: first, the legally enforceable fiduciary duties of corporate boards are reconceptualized in relation to democratic purposes rather than shareholder interests. Second, corporate governance structures should be redesigned to ensure that the abstract purpose is realized through representatives whose incentives align with the existence of a democratic public sphere. My argument complements radical proposals such as platform socialism by drawing a connection between democratizing social media governance and identifying the proper purpose of social media companies.

“ A corporate purpose derived from democratic values provides a proper framing for stakeholders’ contributions to the decision-making process, emphasizing the realization of shared values rather than the advancement of other stakeholder interests. ”

Financial economics is management thought: a narrative history of corporate finance theories advocating shareholder value constructions

Journal of Management History, SJR Q1 [see online](#)

Abstract: Purpose: The purpose of this study is to demonstrate that financial economics must be understood as management thought. Key financial economic theories advocate a specific view of management and organizations, namely, the maximization of shareholder value (wealth). Design/methodology/approach: This study's methodology is a narrative history of three financial economic theories and their connection to the organizational purpose of maximizing shareholder value. The three theories are Fisher's capital-income theory, Ronald Coase's view of firms underlying transaction cost economics and agency theory. Findings: These three financial theories build the same theory, namely, Fisher's capital-income theory. This theory claims that future monetary flows (wealth) paid to shareholders discounted by a compound rate can explain markets, firms' prices and even capitalism. Franco Modigliani and Merton Miller relaunched this theory. Coase's view of firms addresses a difficulty in capital-income theory: if markets are perfect, why is there a need for firms to partially organize production outside the market system? Coase's answer is because of the costs of using the market price mechanism in the allocation of resources, which reduce the forecasts of future economic benefits. Otherwise, the market would be applied to allocate resources. This view was later developed into transaction cost economics by Oliver Williamson and other scholars. The agency theory from Michael Jensen and William Meckling is just an application of capital-income theory, where firms exist to increase shareholders' wealth, and managers should receive large salaries and bonuses to ensure this. Agency costs are a type of transaction cost economics that explains the existence of firms. Research limitations/implications: Future research can explore the relevance of financial economic theories for management thought and practice. This study was developed exclusively from document (archival) evidence. Practical implications: A better understanding of this source of management thought may be helpful for developing new management theories. Originality/value: This study demonstrates that financial economic theories contain important elements of management thought, although they are often classified as unrelated to management theory. It provides a narrative history of financial economic theories related to shareholder value constructs.



Purpose-Driven Resilience: A Blueprint for Sustainable Growth in Micro- and Small Enterprises in Turbulent Contexts

Sustainability (Switzerland), JCR Q3 [see online](#)

Abstract: Micro- and small enterprises, despite their effective and significant role in strengthening the economy, especially in developing countries, continue to struggle, particularly in adverse conditions and unstable governments. Accordingly, there is a need to understand the key factors that can internally enhance micro- and small enterprises and support them in standing strong and becoming more resilient during adverse times, ultimately ensuring better economic contribution. This research investigates how coping with unexpected challenges, described as the ability to manage and adapt to unexpected challenges, and defining core purpose, defined as the ability to define core vision and values for the business, enhances micro- and small enterprises’ resilience during adverse conditions. This study further investigates whether business resilience, described as the ability of a business to adapt effectively to changing unstable environments, positively influences business economic sustainability. This study also examined whether business resilience can positively mediate the relationship between coping with unexpected challenges, defining core purpose and having business economic sustainability. Accordingly, a sample of 303 respondents was collected from micro- and small entrepreneurs operating different types of activities. This study’s findings reported that coping with unexpected challenges and defining core purposes positively influenced business resilience and economic sustainability. This study also revealed that business resilience can directly and significantly influence business economic sustainability and could partially mediate the connection between coping with unexpected challenges, defining core purpose and having business economic sustainability. This study concluded by offering theoretical and practical implications to entrepreneurs, policymakers and stakeholders.

“ Entrepreneurs with explicit core purposes can have better direction in decision-making. They can better prioritise actions that align with their mission and values, especially during crises. ”

Effect of green organizational culture on employee green organizational commitment: a moderated—mediated model of employee green self-efficacy and organizational identity

Discover Sustainability, JCR Q3 [see online](#)

Abstract: Organizational leaders are driven towards green policies by environmental concerns, which have brought environmental benefits and fulfilled social responsibilities. The research examines the effect of an organization's green culture on employee green organizational commitment (EGOCm), with employee green organizational identity (EGOI) acting as a mediator and environmental self-efficacy (ESE) as a moderator. This research collected 290 data from June 2024 to August 2024 from randomly selected industrial companies’ employees in Jiangsu provinces, China, rated as the country's most highly polluted province. An analysis was performed using SmrtPLS software. Findings include a significant impact of a firm sustainable culture on EGOCm and EGOI. Additionally, the relationship between green culture and EGOCm is mediated by EGOI. Moreover, employee ESE moderates the effect of an organization’s sustainable culture on EGOI. All these three variables (e.g., green culture, EGOI, ESE) explained 46.9% variance in EGOCm. This study suggests that organizations must develop policies that incorporate green culture, green identity, and ESE to improve the commitment level of employees.

Green Organisational Identity and Employees' Green Behaviour: The Mediating Role of Environmental Commitment in Tourism Enterprises

Sustainability (Switzerland), JCR Q3 [see online](#)

Abstract: In terms of the sustainability of the tourism sector, the green organisational identity and green behaviour of all employees are of great importance in successfully implementing environmental management practices. In this context, the purpose of this study is to determine the mediating role of environmental commitment (EC) in the relationship between green organisational identity (GOI) and employees' green behaviour (EGB) among individuals working in the tourism sector. The data were collected through a questionnaire administered to 607 participants working in tourism enterprises operating within the borders of the Muğla province in Turkey. As part of the research study, analyses of the validity and reliability of the scales were carried out, and an analysis of the structural equation model was carried out using the SmartPLS 4.1 software to determine the relationships between the variables. As a result of this investigation, it was found that GOI has a significant positive effect on EGB and EC and that EC has a partial mediating effect on the effect of GOI on EGB. The findings of this research study can be considered to contribute to the literature both theoretically and practically.

Leveraging green human resource management for sustainable tourism and hospitality: a mediation model for enhancing green reputation

Discover Sustainability, JCR Q3 [see online](#)

Abstract: This study examines the critical role of green entrepreneurial orientation (GEO), green innovation (GI), and green organizational identity (GOI) in mediating the relationship between green human resource management (GHRM) and green reputation (GR) through the lens of institutional theory. These elements are significant as they underscore how organizations can strategically enhance their green reputation, a critical factor for sustainability-focused industries like tourism and hospitality. Data was collected from employees of travel agencies in Saudi Arabia, and a Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis of 866 valid responses was performed. The findings reveal that GHRM directly and positively influences green reputation, while GEO, GI, and GOI serve as partial mediators, amplifying these effects. This study provides practical insights for industry professionals by highlighting actionable pathways to leverage GHRM practices for strengthening green reputation. The research underscores the strategic importance of embedding green initiatives into organizational practices to align with evolving sustainability goals and industry standards, offering new perspectives and implications for both academia and practitioners.

The strategic evolution of the corporate legal framework

Corporate Law and Governance Review, SJR Q3 [see online](#)

Abstract: The purpose of a company has elongated to be a central concern in corporate law, traditionally focused on identifying its primary beneficiaries. Modern views, however, redefine corporate purpose as a dynamic mission statement that unites stakeholders, fosters innovation, and enhances loyalty. This shift is reflected in regulatory frameworks like the UK's Corporate Governance Code, which mandates that boards articulate the company's purpose. The research aims to examine the importance of legal protections to preserve a company's purpose from shareholder pressures that could compromise its mission (Annesi et al., 2025). The paper addresses theoretical criticisms and stresses the role of corporate law in supporting objective-driven initiatives. The paper adopts a doctrinal approach to demonstrate the significance of companies' purposes (Roe & Vatiero, 2018). It emphasizes that in regions where legal structures and market practices avert the creation of such a protective space, the financial and social benefits of mission-driven corporations will be inaccessible, as their purpose liquefies into the ordinary or simply assists as a marketing strategy. The paper concludes that intricacies and dynamism of modern corporations demands a wider and more elastic understanding of companies' purpose, one that exceeds obstructive financial purposes to hold inclusive and justifiable entrepreneurship.

Articles (3)

Are Your Company’s Purpose Initiatives Working?

Christopher P. Blocker, Joseph P. Cannon & Jonathan Z. Zhang,
HBR [see online](#)

Public criticism, customer boycotts, political controversies, and investor skepticism have created a volatile environment for organizations navigating corporate purpose initiatives. For many, the question is no longer whether purpose is important — it’s when, how, and even if their organization should pursue it. Drawing on three years of research with senior leaders across industries, the authors create a framework for evaluating whether purpose initiatives are producing long-term value or when they’re leaving companies vulnerable to critique. The authors also point out common pitfalls on the way to purpose and offer suggestions for how to create and sustain initiatives that deeply align with an organization’s core values.

Why Purpose-Driven Businesses Win Long-Term

Julie Kratz, Forbes [see online](#)

The article explains that purpose-driven businesses prioritize positive societal impact alongside profit. It states that employees in such companies are more fulfilled and loyal, enhancing retention and productivity. It argues that purpose-driven organizations address challenges like the "broken rung" hindering women's advancement and the "fear of becoming obsolete" due to AI. It defends that younger generations value meaningful work, often accepting lower salaries for greater purpose. It emphasizes that embedding purpose fosters resilience, innovation, and long-term success, aligning with evolving employee and consumer expectations.

Employers grapple with what makes a desirable workplace

Bethan Staton, Financial Times [see online](#)

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“ What makes a good workplace? Gym membership? High pay? Colleagues who make you laugh? Or is it something more intangible — the purpose of an organisation, or confidence you can advance and be appreciated for what you do? ”

Academic publications (7)

Mediating role of reinforcement sensitivity systems in the relationship between psychological courage and well-being at work

Scientific Reports, JCR Q1 [see online](#)

Abstract: Psychological courage (PC) is believed to help individuals in dealing with fear and anxiety, allowing them to confront obstacles and discover purpose in their careers. This study investigated the relationship between PC, job satisfaction, meaning in work, perceived stress, and behavioral systems: the behavioral inhibition system (BIS), the flight-fight-freeze system (FFFS), and the behavioral activation system (BAS). A sample of 805 employees from various industries participated in the study. Results revealed a positive correlation between PC and both job satisfaction and meaning in work, while a negative correlation was found with perceived stress. SEM analysis further indicated that BAS mediates the relationship between PC and positive well-being outcomes. Conversely, the BIS was associated with increased stress and decreased job satisfaction and meaning in work. These findings highlight the importance of PC in promoting positive work experiences. By activating the BAS and inhibiting the BIS, PC can contribute to greater job satisfaction, increased meaning in work, and reduced stress. Organizations can benefit from implementing interventions that foster psychological courage among employees, leading to improved overall well-being and job performance.

“ Being able to face one’s own fears and anxieties would help individuals seize opportunities that arise in their workplace, which would result in greater job satisfaction and work meaning. ”

Engagement strategies in a digital multigenerational world: insights from multinational companies on unlocking the potential of Human Capital 4.0

Journal of Intellectual Capital, JCR Q1 [see online](#)

Abstract: Purpose: This research explores human factors practices in the context of Industry 4.0, Industry 5.0 and the multigenerational workforce, promoting the evolution of Human Capital 4.0. With the emergence of generations Y and Z, organizations are more volatile, heightening the risk of tacit knowledge loss. Conditions conducive to retaining employees must be created, particularly by prioritizing engagement initiatives. Design/methodology/approach: Addressing these imperatives required the adoption of a comprehensive mixed-methods methodology, which integrated a systematic literature review, a qualitative thematic analysis of 30 interviews conducted with employees from three multinational organizations and a quantitative statistical analysis of a questionnaire gathering 560 responses. Findings: The study identifies essential practices for enhancing employee well-being, considering blue and white collars, using the PERMA model. It recommends adopting corporate social responsibility (CSR) initiatives and flexible work arrangements to improve positive emotion. Engagement is strengthened by aligning roles with employee strengths, offering ongoing learning opportunities and incorporating gamification. Strong Relationships are fostered through coaching, mentoring and participatory decision-making. Meaning in work is supported by encouraging a protean career attitude and integrating CSR activities to align personal and professional values. Accomplishment is achieved through lean management principles and recognition programs that facilitate goal achievement and employee appreciation. Originality/value: This is the first multigenerational study to include Gen Z, both blue- and white-collar workers and the PERMA model, offering a set of practices designed to improve Human Capital 4.0 retention. These practices target adaptation to both the digital paradigm and the multigenerational environment as well as addressing the phenomena of the Great Resignation and Quiet Quitting.

The impact of COVID-19 pandemic context on work motivation: a two-wave study

Current Psychology, JCR Q2 [see online](#)

Abstract: During the COVID-19 pandemic, organisations globally shifted into an emergency mode, leading to significant changes in the labour market. In light of these developments, this study sought to examine how the COVID-19 pandemic context influenced employees' evaluations of the different states of work motivation, as outlined in the framework of the Self-Determination Theory. A sample of 243 Portuguese employees completed the Multidimensional Work Motivation Scale (MWMS) at two-time points (before and during the pandemic). Repeated-measures univariate and multivariate analyses of variance (MANOVA) were used to examine differences in work motivation scores between Time 1 and Time 2, as well to analyse the interaction between time and sociodemographic and work-related variables in the same dimensions. The results showed a positive and significant effect of the COVID-19 pandemic context on the more autonomous states of work motivation, i.e., Identified Regulation and Intrinsic Motivation, and those related to the controlled states of motivation, mainly Extrinsic Material Regulation and Introjected Regulation. In addition, workers without higher education have benefited more in terms of identified regulation throughout the pandemic, suggesting that the pandemic context may have facilitated the internalisation of new values and meaning at work for this group. This two-wave study suggests that the pandemic context acts as a psychological determinant affecting how job resources contribute to fulfilling autonomous motivation. The internal factors driving employees' autonomous motivation are shaped by their perception of the job resources within the wider context. In times of crisis, it is vital to focus on work resources and psychological needs to maintain employee motivation. Organisations must adjust their strategies to offer adequate support and balance demands and resources, especially during crises such as the pandemic.

Polish Employees' Religiosity and Finding Meaning in Work: The Role of Gratitude Toward the Organization

Pastoral Psychology, JCR Q3 [see online](#)

Abstract: Religion can serve as a framework for finding meaning in life. There is a lack of research regarding the mechanism underlying the relationship between religiosity and finding meaning in work. This study aimed to verify whether religious practices of Polish Roman Catholic employees were indirectly, through organizational gratefulness, related to finding meaning in work and whether the perception of a relationship with God moderated the links between religious practices and organizational gratefulness and between religious practices and meaning in work. Among employees perceiving a close connection with God, the positive function of religious practices in finding meaning in work and organizational gratefulness was confirmed.



Job Characteristics for Work Engagement: Autonomy, Feedback, Skill Variety, Task Identity, and Task Significance

Global Business and Organizational Excellence, SJR Q1 [see online](#)

Abstract: This paper investigates the factors influencing employees' work engagement with focus on the experiences of employees in Slovenian and Malaysian organizations. Previous research has shown that the closer an employee's engagement is with an organization, the higher the employee's performance. To explore job characteristics that deliver employees' work engagement, this study employs Hackman and Oldham's job characteristics model, focusing on the core elements of task identity, task significance, skill variety, feedback, and autonomy as a lens to investigate this phenomenon in two different countries. Data from organizations in Slovenia and Malaysia were gathered and analyzed using quantitative methodology. The findings highlight the fact that employees' work engagement is not necessarily employee engagement; whereas the former examines engagement at the psychological level with an individual employee, the latter takes a broader approach in looking at factors that are also organizational. We find that work engagement is affected by job characteristics—task identity, task significance, skill variety, feedback, and autonomy—but these differ according to context, which we have shown can be in relation to the cultural setting of the organization. While in Slovenia, employees' work engagement is influenced by skill variety and feedback (structure), in Malaysia, work engagement is affected by employees' task identity and autonomy. These findings speak to a culture of direct communication in Slovenia as opposed to high-power distance that is often argued in Malaysian organizations. In practice, context must be considered when designing jobs and policies for managing human resources as employees find meaning in work through different job characteristics.



Managing Organisational Sustainability and Corporate Social Responsibility: Perspectives for Sustainable Development

Circular Economy and Sustainability, SJR Q1 [see online](#)

Abstract: Managing corporate sustainability involves consideration of the economic, environmental and social impacts of business activities on communities and society. Successful corporate sustainability strategy and sustainable operations must include an engaged and committed workforce. It has been seen that employees are increasingly seeking more purpose at work, with an awareness of environmental and social issues. Research has shown that employees engaged in corporate sustainability practices perceive their work as meaningful contributions to business performance. This empirical study explored sustainability performance in the tea industry, measured with a holistic sustainability framework and investigated the linkages between corporate social responsibility (CSR), employee engagement, and corporate contributions towards sustainability. The operations of participating organisations measured via a '7E' model to benchmark sustainability performance, were compared with how employee engagement is influenced by CSR and wellbeing aspects. Data was collected from company sustainability surveys and surveys of 1146 employees in the tea industry. The results were analysed using a cluster model to assess employee attitudes to CSR and corporate sustainability practices towards sustainable development. The findings show that companies with strong company sustainability performance and developed social sustainability with CSR activities, have employees with higher participation at work and outreach engagement. Dimension reduction and the two-step cluster method was used to classify employee responses, showing the most engaged employees exhibited 'shared values' characteristics aligned with corporate engagement and social outreach. These results contribute to research on sustainability management from corporate and employee perspectives, with insights for sustainable development through CSR and sustainable business operations.

Exploring the relationship between meaningful work and subjective well-being among language teachers: a mixed method study

Australian Journal of Applied Linguistics, SJR Q3 [see online](#)

Abstract: The concept of meaningful work has gained significant attention in organizational psychology. As teaching is a profession often associated with high levels of emotional investment and personal engagement, understanding how the perception of meaning in work influences teachers' well-being is crucial. This study aimed to explore the relationship between meaning in work and subjective well-being among Iranian English as a Foreign Language (EFL) teachers. It sought to quantify this relationship through regression analysis and further elucidate it through thematic analysis of qualitative interview data. The study involved 65 EFL teachers, with data collected via the Work and Meaning Inventory (WAMI) and the Subjective Well-being Scale. Linear regression analysis was used to examine the relationship between meaning in work and subjective well-being. Additionally, in-depth interviews with 12 teachers provided qualitative insights, analyzed through thematic analysis to identify emergent themes relating to meaning in work and its impact on well-being. Regression analysis revealed a significant positive relationship between meaning in work and subjective well-being ($R^2 = .394$, $p < .001$). The thematic analysis of interview data yielded four main themes: personal fulfillment and job satisfaction, professional growth and self-realization, sense of purpose and contribution to society, and connection and relationships. These themes underscored the multifaceted ways in which a sense of meaning in work contributes to language teachers' well-being. The study highlights the profound impact of meaning in work on EFL teachers' subjective well-being. The findings emphasize the importance of fostering meaningful work environments in educational settings to enhance teacher well-being, with implications for teacher retention, job satisfaction, and overall school climate.



Employees who perceive their work as meaningful are less likely to exhibit withdrawal behaviors such as absenteeism or intentions to leave the organization.



Articles (4)

Looking for a Sense of Purpose? Volunteer.

Harry Kraemer, HBR [see online](#)

Many young professionals are seeking purpose beyond their careers, with one-third of Americans aged 29 to 44 volunteering regularly. While the desire to give back is strong, getting started can feel overwhelming. The key is to focus on areas where personal impact is possible, rather than being discouraged by the scale of global challenges. Small steps—whether supporting local initiatives or using professional skills for a cause—can lead to meaningful contributions. Volunteering not only benefits communities but can also be personally fulfilling, improve mental well-being, and inspire people to pursue purpose-driven careers.

How Great Leaders Make Work More Meaningful For Their Teams

Paola Cecchi-Dimeglio, Forbes [see online](#)

The article explains that great leaders make work more meaningful by aligning tasks with employees' intrinsic needs for purpose and connection. It argues that redesigning roles to reflect a larger mission—such as allowing employees to see the real-world impact of their work—enhances engagement. It states that fostering strong workplace relationships and psychological safety boosts collaboration and retention. It defends the idea that clarifying how individual contributions fit into the broader organizational vision helps employees find significance in their roles. It emphasizes that redefining success to include personal growth and recognition, beyond traditional metrics, cultivates a culture of fulfillment and sustained motivation.



8 strategies for leaders to create a meaningful work culture

Jennifer Moss, Fast Company [see online](#)

In the article leaders are encouraged to implement simple, evidence-based practices to enhance workplace culture. These strategies include fostering a sense of community, promoting purpose, and boosting productivity through incremental changes. By focusing on these areas, leaders can create an environment where team members feel valued and engaged, leading to a more meaningful work experience for everyone involved. The article also emphasizes that meaningful work culture doesn't require massive overhauls but can be achieved through consistent, thoughtful actions that align with the organization's values and mission. By adopting these strategies, leaders can cultivate a positive and productive workplace that benefits both employees and the organization as a whole.

“ Hope is a major driver of self-efficacy, helping us meet our goals. Hope is one of the best remedies for tackling uncertainty and quieting an anxious mind. Hope drives action. ”

Finding more meaning in work

Bethan Staton, Financial Times [see online](#)

The article explains that meaningful work can be cultivated in any role, not just in purpose-driven careers. It argues that employees derive satisfaction when their tasks align with personal values and contribute to a greater societal impact. It states that leaders can foster this by creating environments that promote connection, personal growth, and autonomy. It defends the idea that a sense of purpose boosts both employee well-being and organizational performance. It emphasizes that cultivating purpose is essential for sustained well-being and productivity.

“ Meaningful work is not reserved for those in traditionally purpose-driven roles; it can be found in any job when tasks align with personal values and contribute to a greater societal impact. ”

Articles (3)

Investing in Sustainability-First Consumer Brands with The Craftory

Carol Cone, Purpose 360 Podcast [see online](#)

In the episode, host Carol Cone interviews Elio Leoni Sceti, co-founder of The Craftory, a mission-driven investment firm specializing in responsible consumer packaged goods (CPG). Elio discusses The Craftory’s approach to funding purpose-led brands that embed sustainability and social impact at their core. He emphasizes the importance of integrating responsible practices into a company’s DNA rather than treating them as a marketing afterthought. Elio also shares insights into the evolution of consumer consciousness and the challenges of scaling ethical brands. He encourages young changemakers to embrace bold thinking, strategic focus, and perseverance in building businesses that drive meaningful impact.



CT movie theater gives meaningful work to adults with disabilities

Isabella Fabbo, wshu [see online](#)

The Prospector Theater in Ridgefield, Connecticut, exemplifies inclusive employment by offering meaningful jobs to adults with disabilities. Founded by Valerie Jensen, inspired by her sister with Down syndrome, the nonprofit runs a four-screen cinema and an e-commerce popcorn business. It employs individuals, called “prospects,” in roles suited to their strengths—box office, concessions, ushering, and cleaning. This “sparkle” approach aligns tasks with personal talents. Creative Director Ian Foss says, “We can work, want to work and work hard. We just need the opportunity.” The theater is a successful model of purpose-driven employment and community engagement.



14 Brands Join Forces to Set New Standard for Purpose-Driven Business

Sustainable Brands [see online](#)

14 purpose-driven brands have united under the Purpose Pledge to establish a new standard for responsible business. The initiative commits companies to ten principles emphasizing stakeholder capitalism, transparency, and accountability. Participants include Gaia Herbs, Guayakí Yerba Mate, and Nature’s Path Organic Foods. These companies pledge to align their operations with values-driven practices, focusing on product quality, independent governance, and sustainable supply chains. A standout example is Nature’s Path Organic Foods, which integrates regenerative agriculture and ethical sourcing into its business model, exemplifying the pledge’s goals. The Purpose Pledge aims to inspire broader adoption of ethical practices across industries.



