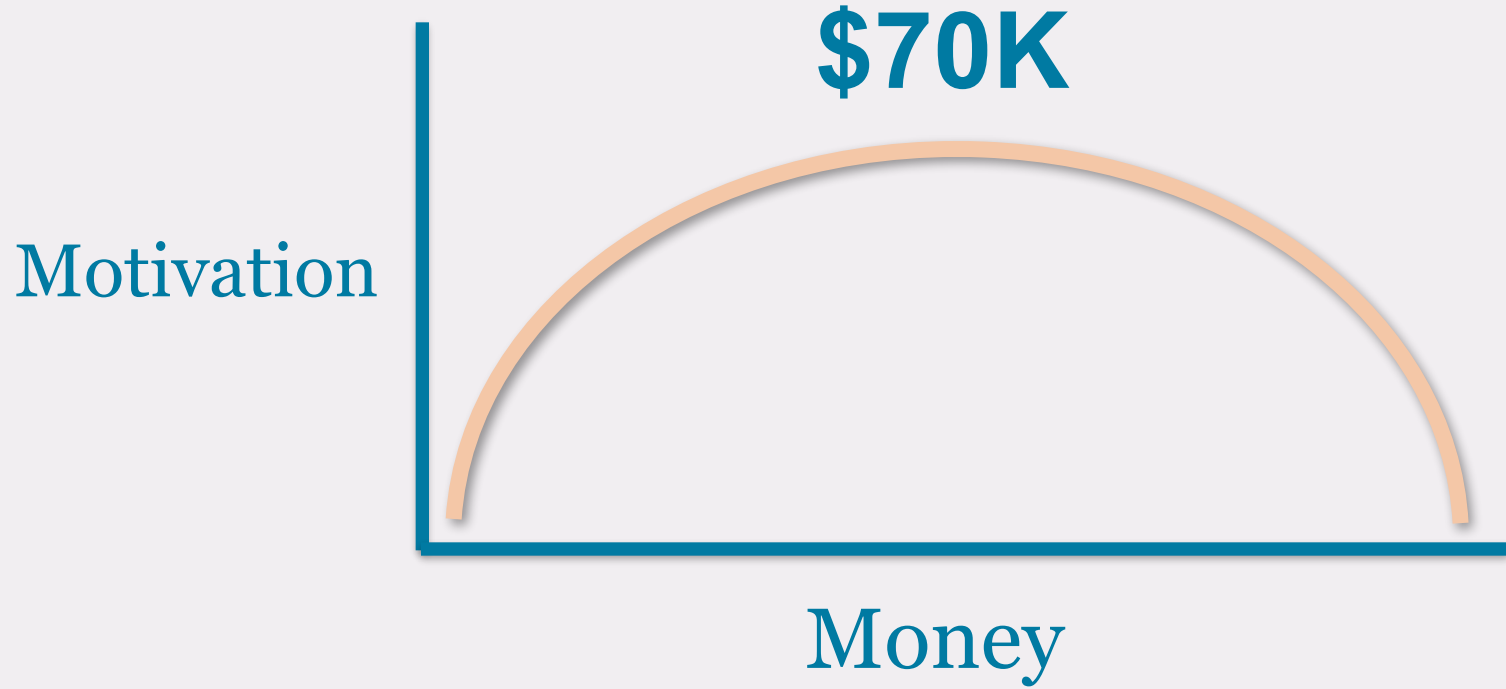




BUILDING A POWERFUL CULTURE FROM DAY 1



WHAT MOTIVATES
US?



“People don’t come to work to be # 1 or to get a 20% return on assets. They come to get **meaning** from their lives.”

“People don’t come to work to be # 1 or to get a 20% return on assets. They come to get meaning from their lives.”

Meaning:

Giving work a greater sense of *personal significance*, thus making work *matter*.

MARKERS OF MEANING

IN and AT work...

1st Marker of Meaning

**DOING WORK
THAT MATTERS**

PURPOSE

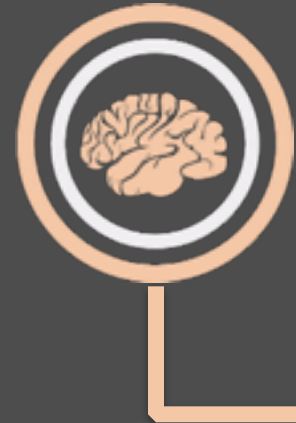


VALUES

2nd Marker of Meaning

↑ **COMPETENCY & SELF-ESTEEM**

93%



Self-esteem



Social media saturation

3rd Marker of Meaning

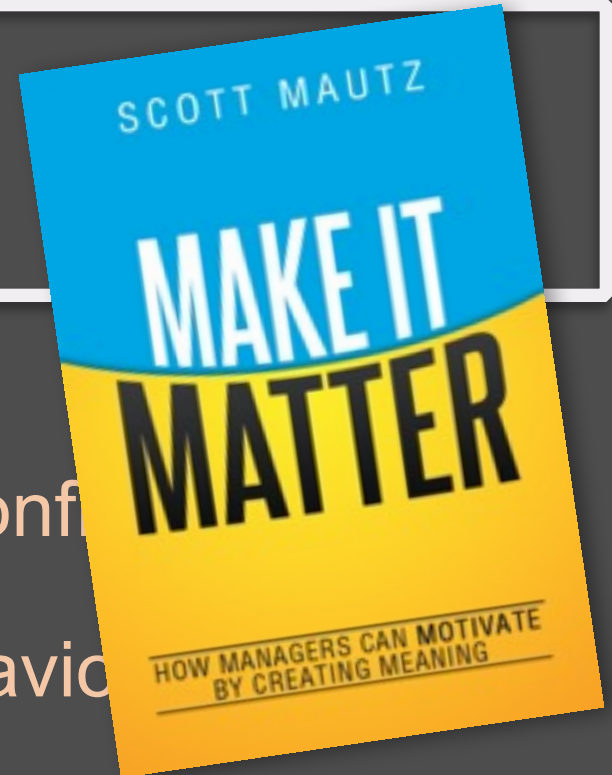
↑ **AUTONOMY | INFLUENCE**



INTELLIGENT AUTONOMY

The Markers of Meaning

1. Doing work that matters
2. ↑ Competency/self-esteem
3. ↑ Autonomy/influence
4. ↑ Learning & growth
5. Caring/teamwork/authenticity
6. Feeling a connection with & confidence in leadership & the mission
7. Being free from corrosive behaviors





TIPSHEET
BUILDING
A POWERFUL CULTURE
FROM DAY 1

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