



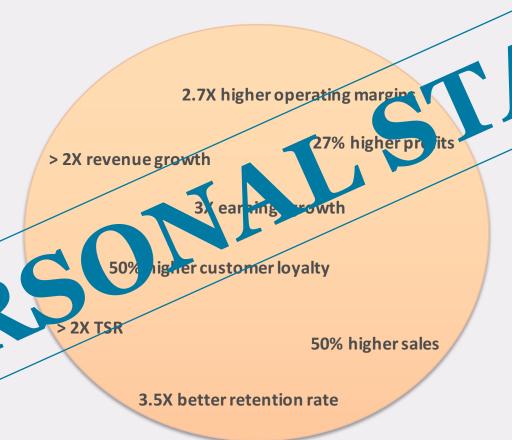
BUILDING A POWERFUL CULTURE FROM DAY 1





"People don't come to work to get a 25% share or to get a 20% return on assets. They come to get meaning from their lives."

High meaning + engagement = Peak Performance



Meaning:

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

MAIRIKERS OF MEANING

IN and AT work...

1st Marker of Meaning

DOING WORK THAT MATTERS



2nd Marker of Meaning

† AUTONOMY | INFLUENCE

3rd Marker of Meaning

CARING TEAMWORK AUTHENTICITY

The Care Package



Show warmth, an interest in their well-being, a desire to connect, and authenticity.

Help someone with a circumstance — dig in and help solve a problem.

Keep your commitments.

Appreciate, respect, encourage, empower.

Take the time, especially when you don't have it. They'll notice.

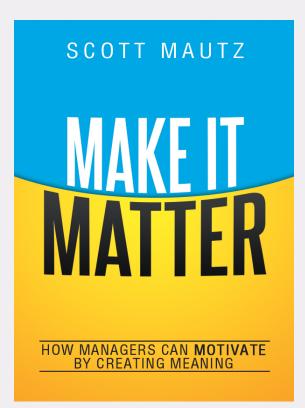
Listen – really listen – it's what caring human beings do. Be present.

Treat others time as if it was as important as yours.

Be as passionate about their growth, development, and career as you are about your own.

The Markers of Meaning

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



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