



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

2.7X higher operating margins
> 2X revenue growth
27% higher profits
3X earnings growth
50% higher customer loyalty
> 2X TSR
50% higher sales
3.5X better retention rate

PERSONAL STAKE

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**

A long wooden pier with white railings extends from the foreground into the distance, leading towards the horizon over a calm, light blue ocean. The sky is a vibrant blue with scattered white clouds. The perspective is from the end of the pier, looking down its length.

**Our purpose is the Profound Why,
our legacy the Profound What.**

—Scott Mautz

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

SCOTT MAUTZ

**MAKE IT
MATTER**

HOW MANAGERS CAN MOTIVATE
BY CREATING MEANING

scottmautz.com/freetools