



## Mission or Purpose/Job Importance

It's more than just a paycheck.

Excellent performance occurs when people are deeply attached to a sense of purpose in their lives. When employees feel their job is important, they want to do more of it.

When people feel a connection between the work they do and their personal mission, they're more likely to stay with an organization and feel like they're an integral part of something bigger than themselves.

*Help them see their importance.*

And that's smart business.