

Worksheet: Help Employees Live Their Purpose at Work

A Leadership Reflection & Practice Guide to Build Relational Wealth

Based on *the Forbes article* by Carrie Freeman

“People, organizations, and societies can only truly thrive if everyone can live their purpose.”

Why It Matters: Purpose Drives Performance

Helping employees live their purpose isn't just good leadership—it's smart business.

- 2.6x more likely to stay: Employees who say they're living their purpose at work are 2.6x more likely to remain at their company. (McKinsey, 2021)
- 5x higher productivity: Purpose-oriented workers are over 5x more productive than those who aren't. (Imperative research, 2016)
- 30% more innovation: Teams with high purpose alignment show 30% more innovation output. (Great Place to Work, 2023)
- Better well-being: Purpose-led employees report significantly higher satisfaction, resilience, and emotional well-being. (Gallup, 2022)

And yet...

Only 15% of frontline employees say they are living their purpose at work—compared to 85% of executives.

(McKinsey, “Help Your Employees Find Purpose or Watch Them Leave”)

This worksheet helps close that gap.



Step 1: Reflection & Self-Awareness

1. From Transactional to Relational Leadership

In your closest personal relationships, you give generously, listen deeply, and grow together. Do you lead your teams with the same intention?

Check all that apply:

- I view employees as whole people, not just their roles.
- I have asked team members what matters most to them beyond job performance.
- I know at least one personal or purpose-driven goal for each of my direct reports.
- I've considered whether I'm giving as much to this relationship as I'm receiving.

Prompt: What would change if you led your team like your most important relationships?

2. Help Employees Articulate Their Purpose

You don't need to define purpose for your team—but you can make space for them to explore it.

Ask in 1:1s or team sessions:

- When do you feel most energized at work?
- What kind of impact feels most meaningful to you?
- Where are you growing right now?
- What part of your role feels deeply “you”?





Step 2: Leadership in Practice

3. Build the 6 Cs of Relational Wealth

These are the building blocks of purpose-centered workplaces.

Which are alive on your team?

C	What It Means	How to Apply It
Connection	Belonging, trust, relationships	Cross-team mixers, regular check-ins
Capacity	Opportunities to grow	Stretch roles, upskilling, mentorship
Creativity	Room to experiment	Innovation sprints, idea-sharing rituals
Care	A culture of compassion	Mental health days, check-in culture
Credibility	Transparency and follow-through	Clear communication, honesty
Clarity	Shared direction and purpose	Purpose-centered goal setting, clear priorities

Leader's Prompt:

Which C is thriving on your team right now?
Which one needs attention?

4. Lead from Abundance, Not Scarcity

Instead of asking "What's the minimum I need to offer?", ask:
"What's the most I can possibly do?"

- What support, recognition, or flexibility could unlock someone's purpose?
- Where am I unintentionally limiting others' potential?
- What act of generosity would create disproportionate value?

Remember: The goal is not just retention. It's transformation.



Final Reflection

What's one mindset shift or new habit I can begin this week to help my team live their purpose at work?