

Purpose Engagement[©] Assessment

PURPOSE

(Core Values, Mission, Vision, or Stories)

LEVEL 5

Our organization has a clearly defined purpose that is hard wired into our DNA; it inspires our employees and guides our daily business decisions.

LEVEL 4

Our organization has a purpose and we use it to inspire employees, but not to help make business decisions.

LEVEL 3

Our organization has a purpose, but we don't actively use it to inspire employees.

LEVEL 2

I couldn't tell you what our purpose is without looking on the website – and that's probably true for most of our employees as well. 😞

LEVEL 1

Our organization has not clarified or codified its purpose.

