



# **Bringing Meaning to Work**

**From the perspective of  
business leaders and managers**

# Why Does Meaningful Work Matter?

- Exert more effort
- Less likely to call in sick
- Stay with your company longer
- Are less likely to experience job burnout
- Boost your bottom line
- Have a more positive employee experience
- Want to postpone their retirement
- What else?

What makes work  
meaningful?





## **AUTONOMY**

Feeling a sense of  
choice and control



## **COMPETENCE**

Feeling like you're  
good at something



## **RELATEDNESS**

Feeling connected  
to other people

**MOTIVATION, ENGAGEMENT, AND  
INCREASED WELL-BEING**





**Ways Leaders can foster meaningful work**

# BRAND

PURPOSE, PERSPECTIVE, & PROMISE

MISSION

VISION

VALUES

**Get Clear on Your company's mission, values and employer brand**





**Align a person's work to personal and company values**

# Autonomy

A large crowd of stylized human figures in various shades of brown and black, rendered in a 3D paper-cut style. The figures are scattered across the frame, with a central figure in a lighter shade of brown having its arms raised in a gesture of triumph or freedom. The background is a soft, out-of-focus gradient of dark brown and blue.

Feeling a sense of choice and control



A woman with short brown hair, wearing a black and white striped long-sleeved shirt, is looking upwards and to the right with a thoughtful expression. Above her head is a large white question mark. The background is a dark, textured grey. Four white arrows point towards the center from the corners. Four black text boxes with white text are positioned around the woman. A white horizontal bar is at the bottom of the image.

Encourage  
decision-  
making  
Practice

supportive  
behaviors

Ask for options  
and solutions

Increase level of  
confidence

**Grant your team members more autonomy over their  
roles**

**Competenc  
e**



**Feeling like you are good at something**





**Provide growth opportunities**



# Offer frequent and actionable feedback





**Recognize accomplishments**



**Offer resources and support**



# Relatedness



**Feeling connected to other people**



# Encourage Human Connections at Work



**Foster Open Communication**





**Build trust and respect**

A 3D rendering of a puzzle with one red piece standing out among many white pieces. The red piece is in the center, and the white pieces are arranged around it, some of which are missing, creating a sense of a puzzle being solved or a path being cleared. The lighting is soft, highlighting the texture and depth of the pieces.

**Connect  
jobs to a  
greater  
cause**

A row of ten matches is shown against a solid red background. The match on the far left is lit, with a bright yellow and orange flame rising from its tip. The other nine matches are unlit, showing their red phosphorus heads and light-colored wooden stems. The text "Keep a tab on burnout" is centered in white over the matches.

Keep a tab on burnout



Finding meaning at  
work is a personal  
journey









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