

I read about writing a [‘Higher Purpose’](#) for the employees of an organisation from Frank Devine’s book *Rapid Mass Engagement – Driving Continuous Improvement Through Employee Culture Creation*. I thought it was a good idea. A higher purpose is a statement of those possible outcomes from your work, in addition to the Aims and Vision of your organisation, that you feel make your efforts in your work worthwhile. The higher purpose can be articulated in a written statement or an illustration that the whole workforce has agreed upon.

More than being about economic exchanges like compensation, a higher purpose is something that gives you meaning and makes you feel that the job you are doing for your organisation makes a difference in the world. A higher purpose is your meaningful contribution to the greater good.

The higher purpose is not about the organisation as a whole but is all about individual employees and it’s their higher purpose for doing the work that they do. It’s more about employees’ families and friends and the community local to your place of work than it is about the clients of the organisation, but, I’m sure, it will include some wider issues, for example, sustainability. Not just ‘work life balance’ but also about improving peoples’ lives.

Although a higher purpose is for the employees of an organisation to decide upon, a sensible organisation will support the views of its employees and the higher purpose statement and will work with employees to enable its aims.