

TSC23

George Rogers

Chief Culture Officer,
Lighthouse Research
& Advisory

SESSION:

Champion Your Purpose





CHAMPION YOUR PURPOSE

Lead With Purpose + Work With Passion

With George Rogers





**Does your why
equal your what?**

Champion Your Purpose



**LEADERSHIP BEGINS,
WITH SELF-LEADERSHIP.**

GEORGE ROGERS



**SELF-LEADERSHIP IS THE INFLUENCE
YOU HAVE THAT SERVES YOUR DESIRED
OUTCOMES OF WHO YOU ARE, WHAT
YOU WANT, WHERE YOU ARE GOING,
AND WHO YOU WANT TO BE WHEN YOU
GET THERE.**

GEORGE ROGERS



**LIFE IS THE SUM OF HOW WELL WE
LEAD OURSELVES**

GEORGE ROGERS



**CULTURE IS HOW MOST PEOPLE FEEL,
BELIEVE, AND BEHAVE MOST OF THE TIME.**

GEORGE ROGERS



**I FIND MY CALLING WHEN MY GREATEST
PASSION COLLIDES WITH MY GREATEST
CONTRIBUTION TO MAKE THE WORLD BETTER.**

GEORGE ROGERS



37% of employees clearly know their company's purpose

27% of employees believe in their company's values

23% believe they can apply those values to their everyday work

15% feel like they have been empowered to work toward their company's purpose

20% employees fully trust the company they work for

If you were coaching a soccer team...

- 4** players know which way they're going toward
- 3** of them care
- 2** know which position they are supposed to be playing
- 2** believe their efforts on the field will make a difference
- 8** would just as likely be rooting for the other team!



***Steven
Covey**



A LEADER IS ONE WHO LEADS EVERYONE.

**A LEADERSHIP CULTURE IS WHERE
EVERYONE LEADS.**

GEORGE ROGERS

What's The Connection? Manager Impact on Performance

Managers are employees too, but they also shoulder a burden with deep organizational impact. The focus for a thriving company is when employees have leaders who put equal focus on their people leader responsibilities as well as their operational tasks day to day.



My manager is just going through the motions



My manager fully supports me

I understand my job responsibilities	51%	76%
I have resources and support to perform my job effectively	17%	73%
My workplace culture helps me to be productive and satisfied at work.	14%	68%
I am engaged and happy with my job with no plans to leave	29%	70%

DIVERSE WORKERS ARE:

2X MORE LIKELY
to say they feel
their workplace
culture is a
dysfunctional
mess.

4X MORE LIKELY
to say they don't
understand job
responsibilities
and performance
expectations.

2X LESS LIKELY
to receive
recognition and
appreciation for
their work.

A QUARTERLY CHECK-UP

Self - Team - Business

R

Role

Daily tasks, Goals,
Expectations,
Changes

S

Strengths

Hard and soft
skills, Growth,
Challenges

V

Values

Alignment, Belief,
Observable
Behaviors

P

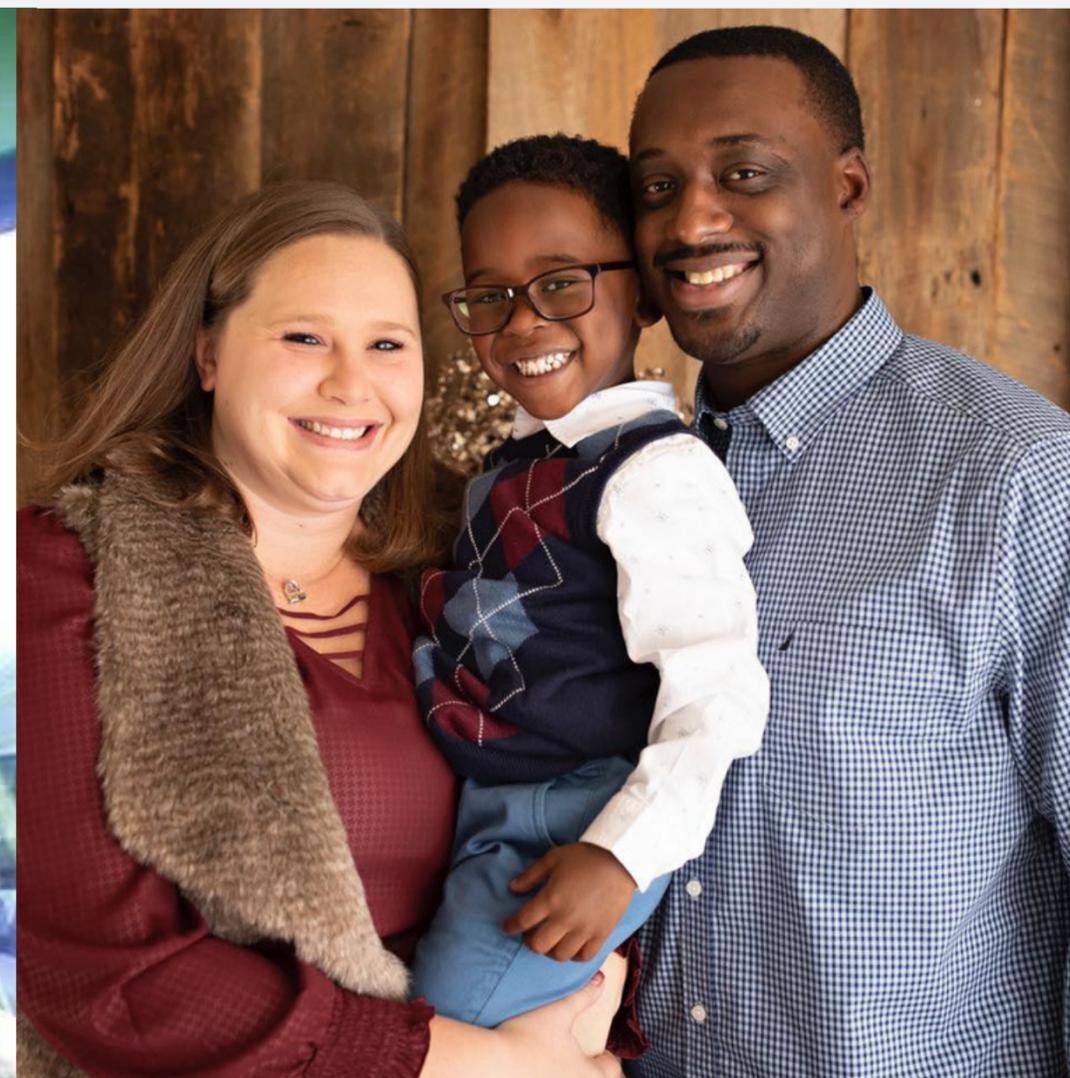
Purpose

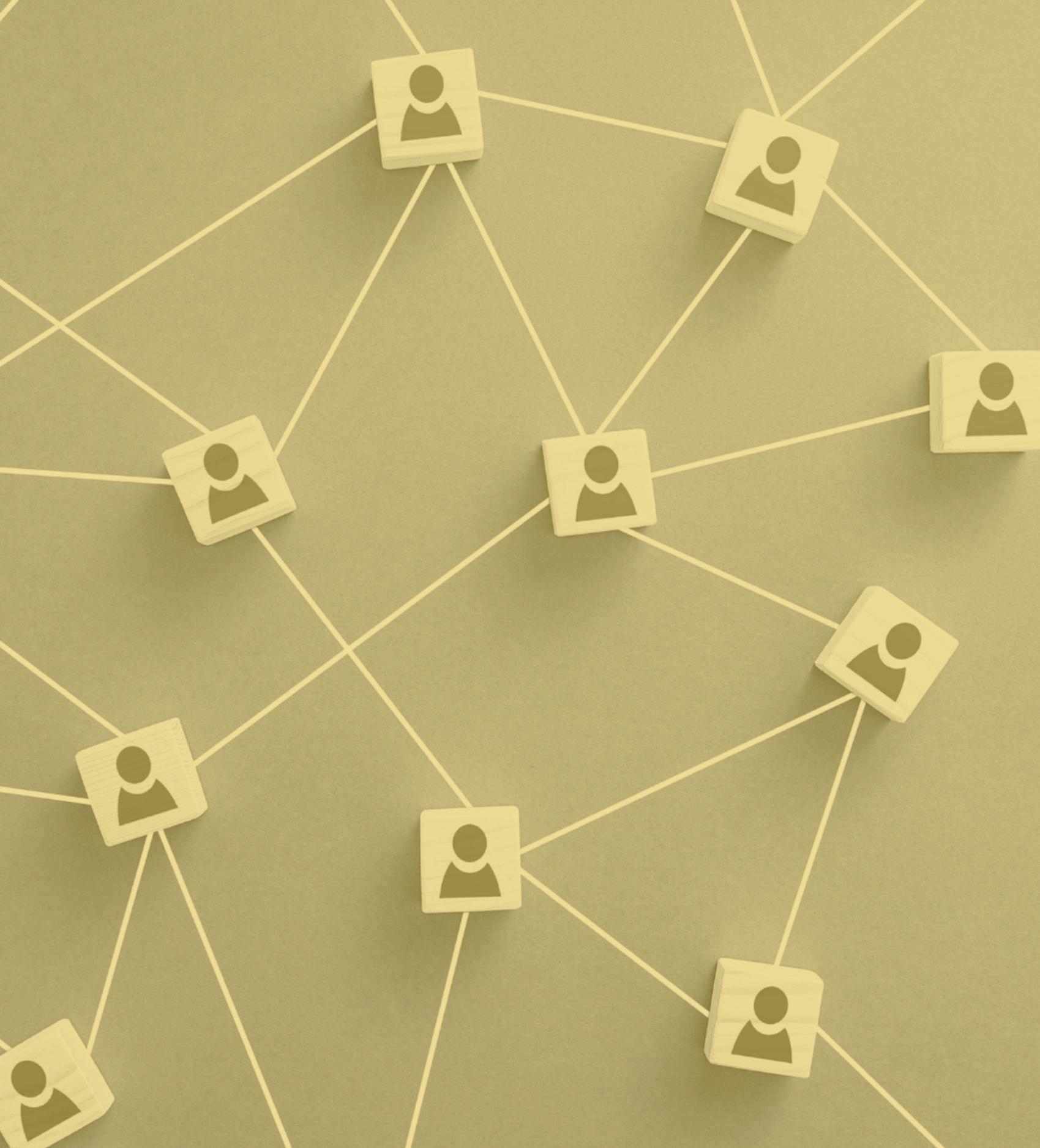
Impact, Connection,
Influence,
Fulfillment



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**Thank You.
Let's Connect!**

