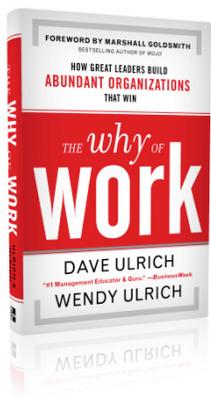


THE why OF
work
by DAVE & WENDY ULRICH



TOOL 4.2



Purpose Assessment

The RBL Group | 3521 N. University Ave, Ste. 100 · Provo, UT 84604 | 801.616.5600 | www.thewhyofwork.com

[4.2] PURPOSE ASSESSMENT

We propose four categories of destinations to help employees find meaning in good times or bad.

1. Insight

On the bottom left is insight. This category represents low interest in either external accomplishment or relationships with other people, but potentially high interest in self-awareness, the life of the mind, the world of ideas, or personal experience for its own sake. We might think of a monk meditating quietly in a cave, a camper enjoying a mountain hike, or a thoughtful student examining inner motivations and feelings. At its best, insight promotes awareness, thoughtfulness, creativity, and deep appreciation for what is good in this moment. This person looks at a baby's first smile and thinks, "Look at that! I wonder what is going on in that little mind of his."

2. Achievement

On the top left is achievement. In this category are individuals who find meaning and purpose in doing, accomplishing, or just checking things off the list for the day. This quadrant is about getting something done and may include activities that are highly competitive or that require risk taking, discipline, and resilience in the face of failure. High-abundance members of the achievement group might include an athlete in training, an artist perfecting a painting, or a corporate executive planning an aggressive growth strategy for the company. Someone motivated by achievement looks at a baby's first smile and thinks, "How amazing! I wonder if she is developmentally on target for smiling."

3. Motivation

On the bottom right is connection, which is characterized by less focus on achievement and higher focus on relationships. People in this category find meaning in life through people they meet and interact with. Some will be energized by a few intimate relationships, others by looser ties with many people, but the common thread will be satisfaction and meaning through relating to others. This person looks at a baby's first smile and thinks, "Oh, he likes me! Now we have a relationship."

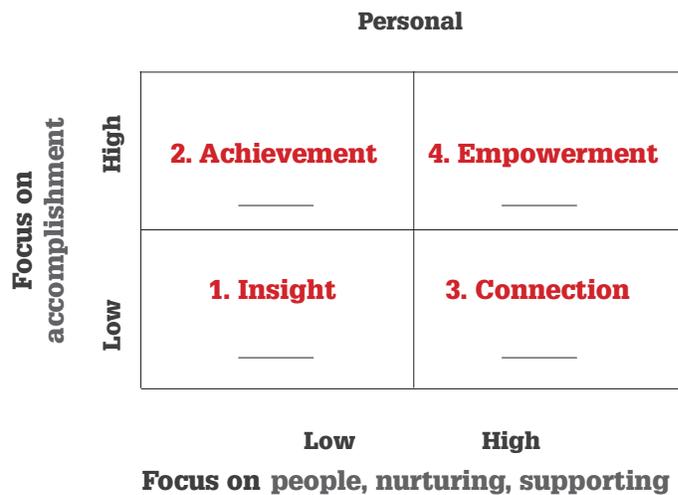
4. Empowerment

On the top right is empowerment, characterized by a high need for achievement that is channeled into high investment in people, especially in working to overcome human suffering. A high-abundance version of empowerment would be the TV show "Extreme Makeover: Home Edition," where skilled designers and craftsmen use their talents and skills to redesign and rebuild an unworkable house for a deserving but impoverished family. They tailor the new house to the needs and personalities of the family, involving the whole community and working against the clock to finish the house in a week. The needs, feelings, and desires of people are foremost in such scenarios, but so are the skills, learning, and accomplishments of those who try to help. Other examples might be a skilled teacher who loves developing students, a talented political leader who finds creative solutions to real-world problems, and a hardworking religious leader who loves using her skills to empower others. An individual motivated by empowerment sees a baby's first smile and thinks, "This is the hope of the future. Children will change the world."

Two dimensions characterize these categories: a low or high focus on accomplishment and a low or high focus on relationships with people.

Directions:

In order to identify which purpose category is your strongest divide 100 points among the four quadrants, with at least 10 in each and no more than 60 in any single quadrant. Do it for you personally, then for your organization.



Contact us for more information about The RBL Group products and services:

Phone 801.616.5600
Email sales@rbl.net
Online www.rbl.net
Mail 3521 N. University Ave., Suite 100
Provo, UT 84604



Copyright © 2010 The RBL Group

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or using any information storage or retrieval system, for any purpose without the express written permission of the RBL Group.