



CISL CONNECTS EMPLOYEES WITH CORPORATE PURPOSE

Initially seen as peripheral to the mainstream goals of profit, Purpose is now managed as a core element of business activity and is becoming a major driving force. It is an essential in terms of a 'licence to operate' and vital for the incoming generations of new employees who demand that their employer has a positive impact on the world.

Purpose is a challenging concept as it is stretched wide in terms of interpretation. For us, Purpose starts with a defining strategy that clearly states how a company intends to make a positive impact beyond profit. This strategy is linked to a set of values that help to drive delivery. Successful Purpose-driven companies unite values and strategy into behaviours, approach and measurable impact.

CISL programmes can provide a deeper individual clarity of values. This clarity links to a greater understanding of Purpose which is complemented with a stronger sense of connection.



95%

give greater energy to their work from an increased connection to Purpose

85%

advocate more strongly for their organisation and what it stands for

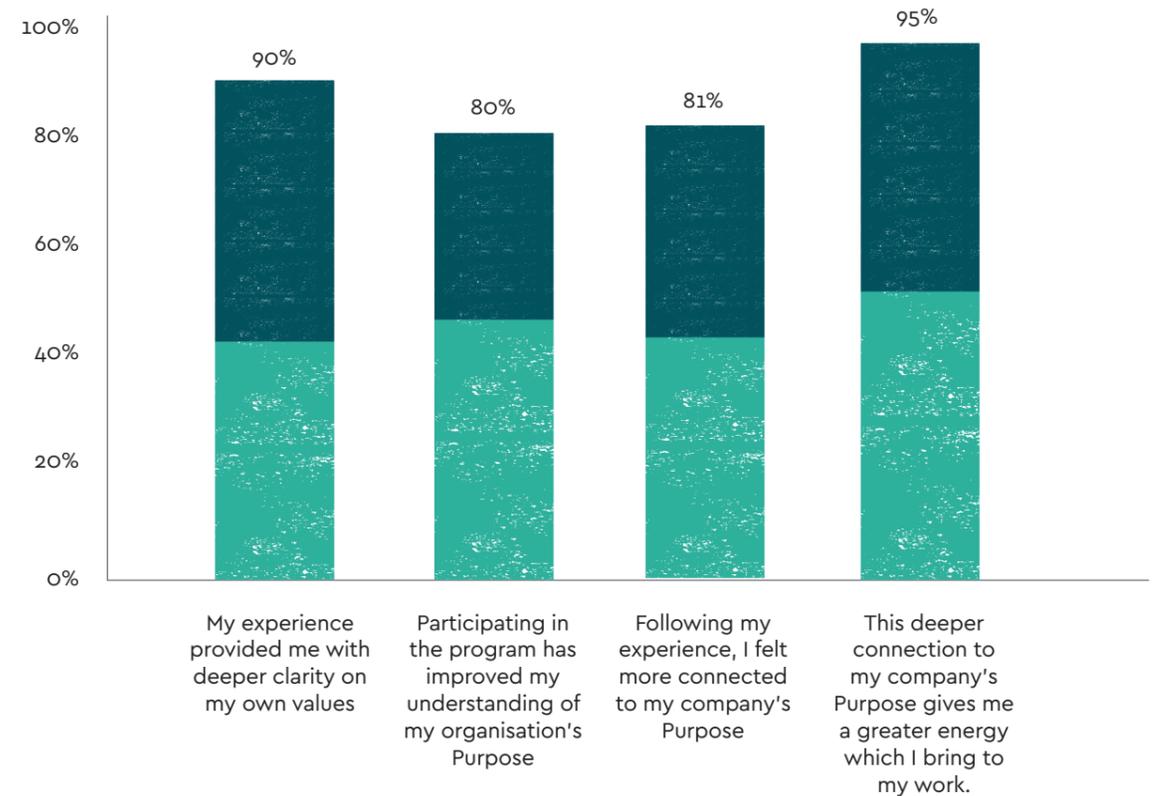
81%

of participants feeling more connected to their company's Purpose as a result of participating in their assignment.

DATA INSIGHTS: The data shows that CISL has a strong role to play in helping bring Purpose to life for employees. By bringing an emotional and human side to Purpose through a CISL experience, it can both broaden and deepen understanding and inspire people to drive Purpose further in their organisations.

Often, Purpose can feel like a concept beyond people's daily roles, not relevant to their activity, but for companies to deliver their Purpose, they need to connect. As the data shows, a stronger connection to Purpose brings employees greater energy and commitment to their work.

BRINGING PURPOSE TO LIFE



● Agree
● Strongly agree

EMERGING WORLD

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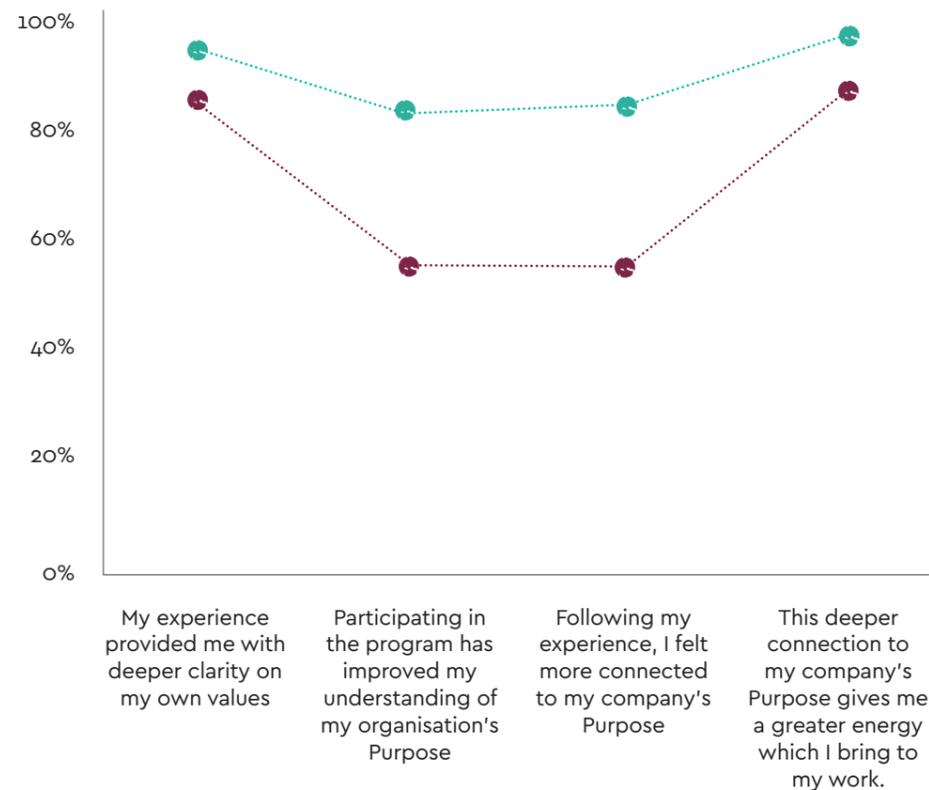
PROGRAMME DESIGN

As more companies recognise the value of Purpose driven strategies, the CISL Study data can be used to inform the design of programmes to most effectively and positively impact on Purpose.

DATA INSIGHTS:

A partner's need for the skills and expertise that the participant has to offer is key to driving a participant's sense of Purpose. When programme participants feel that the partner has a need for their skills and expertise, all Purpose measures are significantly impacted.

THE IMPACT OF SKILL MATCH ON PURPOSE



- Need for participant skills (% of participants agreed and strongly agreed)
- No need for participant skills (% of participants agreed and strongly agreed)



IMPACT STORY: BD's Volunteer Service (VST) Programme is designed as a way for BD to share its collective knowledge and give associates an opportunity to serve and participate in pursuing the Company Purpose of "Helping all people live healthy lives." The programme takes associates to some of the most disadvantaged places in the world to participate in activities that are symbolic of both the complexities of delivering healthcare in resource-poor places and of the many ways BD impacts global health.

In 2016, December Martin, Senior Engineer from USA travelled to Peru to complete a CISL experience with the CerviCusco Clinic.

"I am lucky to have been given an opportunity to experience BD's commitment to advancing the world of health. I always knew we did great things with the work we produce, but when I became involved with the VST programme, I saw firsthand BD's true dedication to its Purpose in partnering with CerviCusco Clinic, contributing money, product and human resources enabling long-term partnerships and success. I also experienced the way BD cared for us, the volunteers. Though I never felt pressured, I always pushed to work as hard as I could because BD believed in us."

