



Employees *want a sense of purpose*

91%



of employees say their company's purpose makes them feel like they are in the **right place** as we weather ongoing challenges, such as the pandemic and economic risk.

61%

of employees choose, leave, avoid, or consider an employer based on their values and beliefs.



All job expectations are on the rise and **7 in 10 employees** expect opportunities for social impact.



89%

of executives surveyed said a strong sense of collective purpose drives employee satisfaction.

of respondents continue to want CEOs to take a stand on key societal issues, with income inequality, racial equity and climate change the top issues identified.

63%



6 in 10 employees choose their employer based on values and beliefs.

89%

of executives say companies that lead with purpose have a competitive advantage in today's marketplace.

1 in 3 employees have left their job because their employer failed to take a stand.



of executives know that now more than ever, companies must lead with purpose.

88%



Turnover dropped by **57% in employee** groups most deeply connected to their companies' giving and volunteering efforts.

92%



of employees who work at a company with a strong sense of purpose say they would be more likely to recommend their employer to those in their network who are looking for a job.

