

# POWERED BY PURPOSE HIGHLIGHTS



## WHAT IS POWERED BY PURPOSE?

Powered by Purpose is a United Way of Central Iowa initiative to raise awareness about the importance of purpose in overall well-being and the numerous benefits of discovering personal and organizational purpose. Powered by Purpose offers free resources to the community, including:

- A website with a variety of information on purpose - [PoweredbyPurpose.org](https://PoweredbyPurpose.org)
- Blogs and articles about purpose
- A monthly newsletter with information, community resources and event opportunities around purpose
- A self-guided, email based 4-week Individual Purpose Journey for discovering and defining purpose
- [Online Facebook community](#)
- Monthly online speaker series featuring experts and stories on purpose
- An online, self-guided Organizational Purpose Journey with videos and activities for defining business and nonprofit purpose and guidance for putting purpose into action in the workplace

Powered by Purpose will also have an Organizational Journey in the near future which will provide tools for defining organizational purpose and guidance for putting an organization's or business's purpose into action.

## GOALS OF POWERED BY PURPOSE

Everyone deserves the chance to explore their purpose and step into their authenticity. We invite all individuals and organizations to explore purpose and embrace the journey to well-being.

- 1) Raise awareness about the importance of purpose in life, work and overall well-being.
- 2) Introduce purpose concepts in a simple, relatable and inclusive manner.
- 3) Share local resources - tools, tips and opportunities for exploring and living with purpose.
- 4) Highlight stories/examples of central Iowans with purpose expertise and real-life experiences.

## WHY PURPOSE IS IMPORTANT

- ▶ Purpose significantly impacts overall health and well-being. The National Health Index has shown Central Iowans score low in Purpose Well-Being.
- ▶ People who find purpose in their work are:
  - **98%** more engaged than those who don't; therefore, they are more productive and are nearly 3x more likely to stay with their employer.
  - **45%** more likely to report high levels of adaptability in the presence of change.
  - **37%** more likely to report recovering "fully" after illness, injury or hardship.
  - **42%** more likely to evaluate their overall lives highly.

## POWERED BY PURPOSE SPEAKER SERIES VIA ZOOM



[CLICK HERE TO LEARN ABOUT FUTURE SPEAKERS](#)

OR VISIT:

[unitedwaydm.org/powered-by-purpose-speakers](https://unitedwaydm.org/powered-by-purpose-speakers)

## CONTACT INFORMATION

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