



The Need for Significance and Contribution

Purpose is the most powerful motivator. Deep inside we all long for our lives to count and connect to something larger than ourselves. As a manager, you play a large role in helping your employees see meaning and purpose in their work.

Below are three questions, which can help you link purpose to paycheck. Try and come up with a few ideas for each and then on the right, create a least two or three different ways to paint the picture for your employees that will invoke feeling and meaning when you communicate it with them. Think about starting the phrase with sentences like, "We're the reason why..."(Paint the picture). The more specific the better.

<p>Who do we serve?</p>	<p>Paint a Picture What are some ways you can communicate the second paycheck so that it invokes meaning and emotion?</p> <p>Examples: You're the reason why... [Paint picture here] Because of what you do...[Paint picture here]</p>
<p>What job is our product or service hired to do?</p>	
<p>How do you impact the company/coworkers?</p>	

Using what you came up with, find a way to give the Second Paycheck to one of your employees this week.