

# remembering the "why"

***performing assigned duties, keeping in mind the purpose of the company and of the impact of your specific role***



**CareGivers  
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*Home Healthcare Services*

## **What is the "why" or 'purpose'?**

The most basic definition of purpose is the “why” question—why someone is working on a task, why a task matters to a job, why a job matters to an organization. The outcome is feeling as though the task, the job, the organization is meaningful. “It’s just built into our DNA,” says Jacinta Jimenez, a psychologist and the head of coaching at leadership development platform BetterUp. “As human beings, we’re wired to connect, and part of purpose is *servicing others or servicing the greater good*, something outside of us that allows us to feel more connected.”

“We have an inherent desire to be part of something that’s bigger than ourselves,” adds Elizabeth Lotardo, a vice president at leadership development consulting firm McLeod & More. “When you can see the impact that you have on another person, another community, on the world, that carries a lot of weight.”

Art Brief, an organizational psychologist and presidential professor emeritus at the University of Utah, has spent his career studying the moral dimensions of organizational life. “If you realize meaning in your work, you tend to be more satisfied *in your life*,” he says.

## **The Right Mindset**

When you have a sense of purpose at work, you feel passionate, innovative, and committed. Your outward-looking focus is on serving the organization.

## **Professionalism**

Simply put, professionalism is the way you conduct yourself at work to represent both yourself and your company in a positive way. Professionalism goes beyond a checklist of requirements. Instead, it includes “embodying the company’s values and serving as a stellar representative of the company,” according to Eric Mochnacz, HR consultant at Red Clover. “Professionalism is someone’s inherent ability to do what is expected of them and deliver quality work because they are driven to do so.”

## **Find Your Purpose**

Life is short. You deserve a career where you have a sense of purpose. But you cannot leave it up to your employer or your team. It is up to you to define and enact upon the *why* of your job and your role.

Top ways to find purpose in working include:

- Truly understanding the difference the company makes
- Discover ways you can help make your company better
- Understanding the performance metrics are there to support you