

TOOLKIT > SURVEY

PURPOSE PERCEPTION

Social purpose companies actively engage their employees, customers, and other stakeholders as purpose ambassadors. These companies also want to authentically deliver on their purpose. To realize these goals, they conduct regular, at least annual, surveys of their key stakeholders to test their Purpose Perception – the degree to which they believe the enterprise is meaningfully making progress in achieving its purpose.

Purpose Perception Survey

Here are some sample questions below to get you started. You could either drop these into an existing survey or have a purpose-focused survey as set out below. Choose 2 - 3 that resonate with your organization.

Stakeholder Purpose Perception Questions

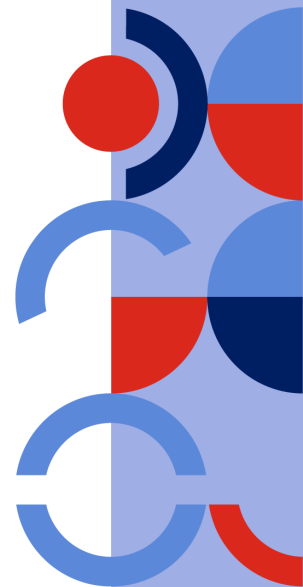
On a scale of 1 – 5 how true are the following statements?

- 1) I believe the company is authentic and purpose-driven.
- 2) I believe society is better off if I transact and interact with this company.
- 3) I am aligned to the company's purpose.
- 4) By being in relationship with this company, I feel I contribute to making the world a better place.
- 5) I feel inspired to contribute to the company's purpose.
- 6) This company provides tangible opportunities for me to make the world better.
- 7) My interaction experiences with this company are enhanced by its social purpose.
- 8) How the company implements its purpose makes me feel proud to be a stakeholder.
- 9) I would recommend this company to others because of its purpose.
- 10) The impact generated from its purpose increases the likelihood of active, public support for the company.
- 11) I have told others about the company's purpose and encouraged them to contribute to it.
- 12) I trust the company to act in the interests of society.

Employee Purpose Perception Questions

On a scale of 1 – 5 how true are the following statements?

- 1) I am aligned to this company's purpose.
- 2) This company's purpose aligns with my personal purpose.
- 3) I believe I can fulfill my purpose at work.
- 4) This company's purpose inspires me to go the extra mile.
- 5) I would recommend this company to others as a place to work because of its purpose.
- 6) Overall, how the company implements its purpose makes me feel proud to be an employee.
- 7) I am equipped and empowered to play a role in implementing our social purpose.
- 8) I believe the company is committed to our social purpose, makes decisions consistent with the social purpose and leads with social purpose.
- 9) I understand how our purpose drives our company's success.
- 10) I know what our social purpose is and can explain how it relates to our core business.
- 11) I understand my role in helping to implement our purpose.
- 12) I have the skills, knowledge, and confidence to implement our purpose.
- 13) I know and understand the purpose of the company.
- 14) The senior leadership team models the company's purpose.
- 15) My manager models the company's purpose.
- 16) My team models the company's purpose.
- 17) Our purpose is integrated into our regular team meeting agendas.
- 18) I see our purpose reflected in the people this company hires and promotes.
- 19) I understand how my role supports the overall purpose of this company.





ACKNOWLEDGEMENT

These Purpose Perception questions were compiled by Coro Strandberg, Chair of the Canadian Purpose Economy Project, and President of Strandberg Consulting. She is one of Canada's social purpose leaders and has advised dozens of social purpose companies on social purpose implementation. Peter ter Weeme, Chief Social Purpose Officer and VP Player Experience at BC Lottery Corporation, provided feedback on the questions.

ABOUT THE CANADIAN PURPOSE ECONOMY PROJECT

The Canadian Purpose Economy Project exists to accelerate the transition to the purpose economy. It engages national ecosystem actors to create an enabling environment for social purpose businesses to start, transition, thrive and grow. Subscribe to our updates at www.purposeeconomy.ca