

## Employee Purpose Engagement Checklist

### Introduction

This checklist is designed to help organizations track and enhance their efforts to engage employees in bringing the organization's social purpose to life. Employee engagement in social purpose initiatives is vital for creating a positive, motivated, and high-performing workforce. When employees feel connected to a company's values and social purpose, they are more likely to be committed, perform at their best, and take pride in their work. This results in greater alignment between employees and the company's purpose, fostering a culture of innovation, collaboration, and shared success.

The following categories outline key actions to support ongoing engagement with your organization's purpose. Use this checklist to assess what's currently in place and identify opportunities to enhance employee involvement and connection to social purpose work. By embedding purpose into every aspect of your workplace culture, you empower employees to contribute meaningfully to your organization's goals, while also fostering a sense of fulfillment and personal alignment.

*For additional ideas on employee purpose engagement, refer to the [Employee Social Purpose Lifecycle Tool](#). It offers actionable steps for integrating purpose into key employee touch points from job postings through to performance evaluations and career development. You can use it to create a tailored engagement roadmap for your company.*

### Instructions

1. **Review each category** and the corresponding actions.
2. **Check off** the items that are already in place within your organization.
3. **Identify gaps** where additional initiatives can be introduced to deepen employee engagement.
4. **Continue to assess** and adapt the initiatives to ensure ongoing employee connection and satisfaction.

### Checklist

#### Onboarding and Orientation

- Purpose themes built into employee onboarding sessions

#### Education and mentoring

- Blog series
- Micro-videos
- Purpose 101 course
- Monthly purpose lunch-n-learns
- Purpose ambassadors or champions
- Purpose committee
- Peer learning circles on designated purpose topics
- Train the trainer
- Podcasts or Audiobooks



### **Information and forums**

- Townhall meetings
- Leadership “Purpose Moments” to kick off meetings
- Q&A sessions with leadership
- Intranet
- Internal communications, e.g. employee newsletter
- Teams / slack group for quick idea sharing and asynchronous discussion
- CEO regular updates on purpose-related milestones

### **Special events and recognition**

- Purpose award
- Awards event
- Peer-to-peer recognition
- Themed social purpose workdays or retreats
- National #PurposeinBusinessWeek, third week November
- International Day of Purpose (June 20)

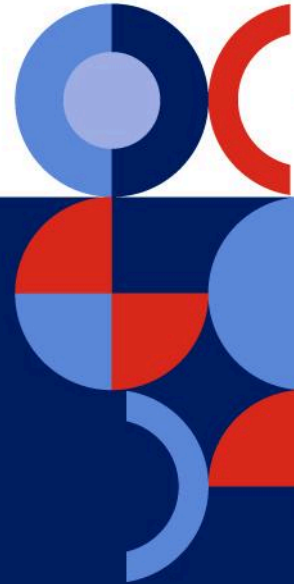
### **Surveys**

- Engagement survey
- Employee focus groups on purpose initiatives
- Pulse survey

### **Activities and workshops**

- Innovation funds
- Team volunteering events
- Gamification of social purpose activities
- Themed social purpose workdays
- Cross-departmental collaboration projects
- Personal purpose development as part of cyclical performance reviews
- Challenges and hackathons
- Purpose skill building workshops





### ABOUT THE AUTHOR

Coro Strandberg is the President of Strandberg Consulting, Chair of the Canadian Purpose Economy Project, and co-founder of the United Way BC Social Purpose Institute. She is a nationally recognized leader in corporate sustainability, ESG (environment, social and governance), social purpose and purpose governance. Coro is a sought-after speaker and advisor to boards and executive teams on these topics. Coro publishes her research and thought leadership on her website at [www.corostrandberg.com](http://www.corostrandberg.com).

### 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. It convenes, connects, curates, and collaborates to drive the social purpose business movement in Canada toward an economy where social purpose business is the norm, attracting capital, talent, and partners. In this economy businesses unlock all their assets, influence, reach and scale in collaboration with others to help Canada address its societal challenges and realize a flourishing future. We are grateful to Coast Capital, our Founding Purpose Champion, for their support.

Visit our website to register for updates and be part of the Social Purpose Business Movement:  
[www.purposeeconomy.ca](http://www.purposeeconomy.ca)