

## Embedding Social Purpose in the Employee Experience

### Employee Social Purpose Lifecycle Tool

#### Introduction

This tool is designed to help HR professionals integrate their company's social purpose throughout the employee experience. By embedding social purpose at key touch points across the employee lifecycle—from recruitment and onboarding to career development and beyond—this tool helps foster a purpose-led culture. The goal of this exercise is to advance the organization's social purpose while simultaneously enhancing employee engagement, fostering a sense of fulfillment, and ensuring alignment with the company's purpose.

*For additional guidance on embedding purpose throughout the employee experience, refer to the [Employee Purpose Engagement Checklist](#). This complimentary resource helps organizations assess and enhance employee involvement in purpose-driven initiatives.*

#### Instructions

- 1. Review the Employee Social Purpose Lifecycle:** Examine the lifecycle stages outlined below, which highlight opportunities to integrate social purpose into key employee touchpoints.
- 2. Identify Gaps and Opportunities:** Use this tool to pinpoint areas where employees can be better equipped, empowered, and inspired to contribute to the company's purpose in their roles.
- 3. Develop Your Roadmap:** Based on the identified gaps, create an Employee Social Purpose Lifecycle Plan tailored to your organization.

Feel free to adapt the language and tasks in the lifecycle to align with your company's unique context and needs.

#### Case Studies

Check out these five case studies to learn how social purpose companies integrate their social purpose throughout the employee experience.

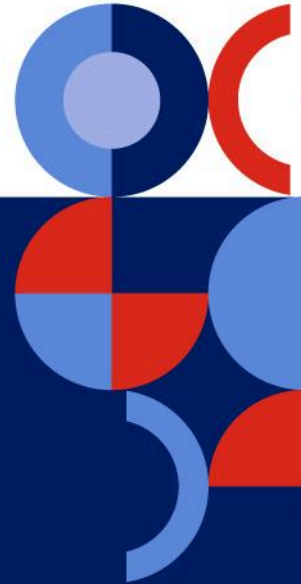
[Employee Lifecycle Case Studies](#)



## Employee Social Purpose Lifecycle

Attract	Recruit	Onboard	Develop	Incentivize	Retain	Transition	Legacy
<ul style="list-style-type: none"> <li>• Employer brand (purpose-centric)</li> <li>• Career page (video, testimonials)</li> <li>• Job posts and position profiles</li> <li>• Employee referral program</li> <li>• Advertising</li> <li>• Networking</li> <li>• Career fairs</li> <li>• Campus recruiting</li> </ul>	<ul style="list-style-type: none"> <li>• Candidate selection tasks</li> <li>• Position/job description (including role and experience)</li> <li>• Interview questions or questionnaires</li> <li>• Interviewer/panel training</li> <li>• Interview feedback forms (forms used to document candidate responses, job fit, competency alignment, etc.)</li> <li>• Reference checks</li> <li>• Employment agreement, offer letter</li> <li>• Benefits and total rewards summaries (including volunteering, other social purpose-related employee benefits)</li> </ul>	<ul style="list-style-type: none"> <li>• Orientation (from pre-start onboarding through probationary)</li> <li>• Buddy system</li> <li>• Workspace (social purpose visuals in common spaces e.g., lobbies, cafes, meeting rooms, TVs, screensavers)</li> <li>• Email tagline</li> <li>• Virtual meeting backgrounds</li> <li>• Business cards</li> <li>• “Stay” interviews</li> <li>• 30/60/90</li> <li>• Employee handbook</li> <li>• Employee code of conduct</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership development</li> <li>• Career pathing</li> <li>• Competency model</li> <li>• Training (onsite, offsite)</li> <li>• Secondments (inhouse / external)</li> <li>• Mentors</li> <li>• Staff meetings</li> <li>• Individual development plans</li> <li>• Employee volunteering program</li> <li>• Succession planning</li> <li>• Mobility planning</li> <li>• Labour relations</li> </ul>	<ul style="list-style-type: none"> <li>• Compensation</li> <li>• Rewards</li> <li>• Recognition programs (awards, additional vacation days, etc.)</li> <li>• Annual Purpose Days</li> </ul>	<ul style="list-style-type: none"> <li>• Performance management (goals, reviews/evaluations)</li> <li>• Team goals</li> <li>• Success stories</li> <li>• Employee engagement/pulse survey</li> <li>• Intranet</li> <li>• Internal communications and intranet</li> <li>• Remote work</li> <li>• Flexible work arrangements</li> <li>• Professional development</li> <li>• Strategic employee experience programming</li> <li>• Action planning and employee feedback from surveys</li> <li>• Personal purpose alignment</li> </ul>	<ul style="list-style-type: none"> <li>• Legacy planning for pre-retirement</li> <li>• Exit interviews</li> <li>• Voluntary and involuntary exiting</li> </ul>	<ul style="list-style-type: none"> <li>• Retiree / alumni group</li> <li>• Retiree communications</li> <li>• Retiree benefits</li> </ul>





### 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)