

Social Purpose Performance Management Guide

Introduction

Social Purpose Performance Management ensures that a company's purpose is both embedded in daily operations and actively advanced. This guide provides senior leaders with sample goals to help team leaders drive purpose across the organization. By setting clear expectations, tracking progress, and evaluating social purpose performance, companies can deepen employee engagement, strengthen accountability, and accelerate progress on their purpose.

This guide focuses on the following key elements because they are essential for embedding social purpose within an organization and achieving meaningful impact:

- Decision-Making
- Employee Engagement
- Roles and Teams

By focusing on these elements, organizations can create a strong, purpose-led culture that not only connects the employees to the company's purpose but ensures continuous progress and measurable impact on both business performance and societal outcomes.

Social Purpose Performance Goals for Team Leaders

To bring a company's purpose to life, below are several goal-setting options for team leaders to ensure purpose is integrated into decision-making, team culture, and performance expectations. Consider adopting one or more of these company-wide to ensure all people leaders actively advance your purpose. After selecting the goal, work with your teams to determine a measurement approach that will be relevant and meaningful for your organization.

Decision-Making

Performance Goal: Advance our purpose by ensuring our team centres purpose in decision-making and actively contributes to our purpose impact.

- **Why:** Consistently applying a purpose lens to decisions fosters shared responsibility and embeds purpose into daily actions rather than treating it as an abstract concept.
- **How:** Guide your team to consider the company's purpose when making decisions, ensuring that their actions and choices reflect and contribute to the overall purpose.

Performance Goal: Advance our purpose by ensuring our team centres purpose in decision-making and *inspires and energizes team members to meaningfully* [or actively] contribute to our purpose and impact.

- **Why:** Similar to the first example, inspiring and energizing team members fosters intrinsic motivation and ownership, leading to deeper, more enduring and authentic engagement with purpose, rather than a sense of external obligation.
- **How:** Encourage team members to connect personally with the purpose and empower them to take ownership by regularly reinforcing how their work creates meaningful impact.

Performance Goal: Advance our purpose by ensuring our team centres purpose in decision-making and *translates purpose into tangible team and individual objectives*.

- **Why:** Similar to the first example, this provides clear direction for embedding purpose into performance management and goal setting.
- **How:** Translate the company's purpose into specific, measurable objectives for both team and individual performance, ensuring that these goals reflect the purpose's core intent.

Performance Goal: Foster [cultivate, drive] a purpose culture within your team by ensuring they centre purpose in decision-making and actively contribute to our purpose and impact.

- **Why:** Rather than simply champion our purpose, foster a culture of purpose, where purpose is embedded in team interactions, decisions, and actions.
- **How:** Create an environment where purpose is reflected in everyday activities, team interactions, and decision-making, ensuring that all team members feel a sense of shared responsibility.

Employee Engagement

Performance Goal: Ensure all team members are motivated and inspired by showing how their work directly contributes to achieving the company's purpose and creating positive, measurable change.

- **Why:** Understanding the direct link between individual work and the company's purpose fosters a sense of ownership, pride, and alignment with broader organizational goals, leading to deeper engagement and commitment.
- **How:** Regularly communicate the impact of each team member's contributions through team meetings, performance reviews, and feedback sessions, highlighting real-world examples of how their work drives progress toward social purpose outcomes.

Roles and Teams

Performance Goal: Embed purpose in job descriptions, team communications, team building and team strategy sessions.

- **Why:** Highlighting the role's connection to the company's purpose ensures alignment and reinforces purpose as a foundational element of work structures.
- **How:** Integrate purpose into job descriptions and consistently communicate its importance in team meetings, communications, and strategy sessions to reinforce its centrality to all work activities.

Performance Goal: Translate the company's purpose into clear, actionable team and individual objectives to drive progress on the purpose.

- **Why:** Making purpose a central part of team and individual objectives ensures that everyone's efforts are directly contributing to the company's impact.
- **How:** Regularly review team and individual goals to ensure they are explicitly tied to the company's purpose, adjusting as needed to stay on track for social purpose progress.

Acknowledgement

This guide was prepared by Coro Strandberg, Co-founder and Chair of the Canadian Purpose Economy Project and President, Strandberg Consulting.

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. Subscribe to our updates at <http://www.purposeeconomy.ca> and sign our [Call to Purpose](#) to help us advance social purpose in business.