

SUMMARY OF PURPOSE RESEARCH

INDIVIDUALS WITH A CONNECTION TO THEIR PURPOSE EXPERIENCE

CAREER

Increased levels of income, wealth, leadership effectiveness (+63%), fulfillment (+64%), learning (2x), engagement (4x), productivity (+175%).

RELATIONSHIPS

More abundant and fulfilling relationships, greater levels of attraction, sexual pleasure and love (+31%).

HEALTH

Better health (32% fewer doctor's visits), memory, cognition, executive function, mood, contentment (+42%), stronger cells and DNA, and longer lives (+7 years).

COMPANIES WITH A CONNECTION TO THEIR PURPOSE EXPERIENCE

PROFIT

\$9.1k per person per year higher margins, as purpose-driven firms are 30% more innovative, 55% of global customers will pay more for a product that has a higher purpose, 73% of global consumers will switch to higher-purpose brands.

EQUITY VALUES

Outperform the market 15-to-1 and industry peers 12-to-1.

HUMAN CAPITAL

Higher levels of tenure (+7.4 months), net promoter scores (+47%), fulfilling work relationships (+54%).