

# Meaningful Work- Building A Leadership & Management Must

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The importance of meaningful work to YOUR success and the success of YOUR people cannot be minimized. Old school: work=profit New school purpose=profit. The information is clear, a whole new generation of employees will look for and ultimately demand meaningful work. And, the shift and importance of meaningful work to all people is critical. After our survival needs are met, meaning and purpose are the key drivers of potential, innovation, ideation...successful results.

**Meaningful Work Is Critical to Agile and Effective Leadership & Management** . Finding meaning and purpose in your work is critical not only to the results you achieve, but to the attitude and the emotions that are picked up by your people. [Yes, brain science tells us that mirror neurons make what we are feeling contagious, viral.](#) Can YOU lead forward if you do not believe in what you are doing? Can you inspire and empower the best in others if you do not feel that your work and theirs is important? Will you be able to engage and retain your people? NO.

**What is the secret to meaningful work?**

I am going to share something that is counter-intuitive. YES, you can have your cake and eat it too. It is possible to find meaning and purpose in your work, and [the caveat is not only improved focus, management and leadership but a feeling that will be shared](#) with your colleagues, your direct reports, your clients...YOUR people and constituents. Finding meaning and purpose in YOUR work starts with self awareness, with total candor and with a place to share your truth and use it to move forward. Yes, that's right the things you love about your work and the things that frustrate YOU can be used/transformed into personalized tools, simply strategies that help you reset or rewrite default patterns that no longer work. Yes, YOU can probably have your cake and eat it too!

**Success Story: Having your cake and eating it too!**

Executive comes to me disenchanted with new position, executive team etc. We work on key areas of focus, determine meaning and purpose for the client as well as gaps, areas of improvement in communication, collaboration that could be built with the executive team, managers and in the

organization as a whole. Result, we use what is to create a new way of seeing and using challenges that not only reinvigorates meaning and purpose for the executive and causes a pivotal shift in the Executive Team and ultimately senior managers; a shift that creates momentum, empowerment, engagement, improved communication and an organizational spirit of motivation that infuses the leaders and managers with a NEW CAN DO attitude and emphasis. Result: An improved foundation, an important, vibrant seedbed for improved and agile management and leadership.

**YES, YOU can probably have your cake and eat it too.**

[The cake is meaning, purpose-YOUR true potential;](#) eating it is the coachable moment. A moment that is pivotal to turning challenges around and using them to communicate, lead and succeed forward forward! Ask YOURSELF... Is it time to find greater meaning and purpose in your work? Do you want to inspire meaning and purpose in your executive team, your managers, your people?

**Get in the know & start to grow.**

**Enjoy a self test-go ahead self-test the quality of your work and life.** Think about having your cake and eating it too. Making the decision to embrace the meaning and purpose of your work, finding new ways to do so can change your life and the lives of your people...yes, you can shift and LEAD forward!

**More? You Betcha!**

[How To Improve Culture by Adriana Girdler](#)

[The Thriving Organization-10 Power Steps Out Of Jurassic Park](#)

[From Now To How: Building Building Social, Virtual and Cross Generational Leadership](#)

[Building an Agile Self and Team](#)

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