

Q08. The mission or purpose of my organization makes me feel my job is important.

three x three

3 Facts

1. This factor is one of the **drivers of inclusiveness at UMD** (along with Q03, Q05, and Q07), based on analysis of UMD's Thriving Workplace survey data.
2. Belief that you are doing something meaningful is important to psychological and even physical health.
3. Mission-driven groups have 15% to 30% less turnover.

3 Important Things to Focus On

Take it seriously

Create a shared mission that guides your group's actions and decisions.



Be the torchbearer

Bring your group's and the University's mission and purpose to life.



Do what is right

Mission, vision, and values inform thoughts, actions, and behaviors. You and your group will feel successful when you experience a sense of purpose every day.



3 Best Practices

1. Got a mission statement? See if you can condense it to 10 words or less. Long mission statements are for reports, not for people.
2. Connect daily tasks to the organization's bigger purpose.
3. Don't confuse strategy with purpose. Strategies change. Purpose is more constant.

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