The PURPOSE ECONOMY

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How your desire for impact, personal growth and community is changing the way the world works.
OUR EVOLUTION
The PURPOSE ECONOMY

- Maker Economy
- Deep Economy
- Reputation Economy
- Giving Economy
- Attention Economy
- Happiness Economy
- Experience Economy
- Sharing Economy
- Creative Economy
BIOLOGICAL + PHYSIOLOGICAL NEEDS
SAFETY NEEDS
BELONGINGNESS + LOVE
ESTEEM NEEDS
COGNITIVE NEEDS
AESTHETICS
SELF-ACTUALIZATION
INSTABILITY
WOMEN @ WORK
TECHNOLOGY
MILLENNIALS
LONGEVITY
“I find pro bono work so much more rewarding than a paycheck job.”
PURPOSE ISN’T

CAUSE   REVELATION   LUXURY
PURPOSE IS...

RELATIONSHIPS

DOING SOMETHING GREATER THAN YOURSELF

PERSONAL GROWTH & CHALLENGE
SILICON VALLEY
NEXT CAPITOL?
CALLING

Personal Satisfaction

Work Satisfaction

Effectiveness at Work
☑ High pride in work
☑ Tends to take work home
☑ Friends from work
☑ See work as helping others
☑ Joins work organizations
☑ Not excited about retirement
HOW TO BUILD PURPOSE AT WORK


2. Tailor work for each employee to boost their purpose.

3. Connect personal purpose to organizational purpose.

4. Celebrate and connect people around purpose.
MARKETS
FIVE LEVERS

- POLICY: Changing the rules of the game
- DISRUPTIVE TECHNOLOGY: Making the impossible, possible
- BRIGHT SPOTS: Showing us what is possible
- PUBLIC PERCEPTION: Changing opinions and behavior
- RESEARCH & DATA: Exposing the truth
RESEARCH & DATA
Exposing the truth

BRIGHTEST SPOTS
Showing us what is possible

PUBLIC PERCEPTION
Changing opinions and behavior

DISRUPTIVE TECHNOLOGY
Making the impossible, possible

POLICY
Changing the rules of the game
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