

Purpose & Company Values

Terryberry Product Spotlight Webinar

March 27, 2025



Danny has received a Kudos for **Customer-Centric**



Thanks so much for your help with a customer today. You really went the extra mile to ensure their questions were totally satisfied!

- Shout Out
- Kudos
- Round of Applause

- Above & Beyond
- Courage
- Innovation
- Customer-Centric**
- Collaboration

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Engage • Reward • Succeed



Presenter

Brad Sytsma

Product Manager, Be Recognized
Terryberry



Presenter

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Product Manager, Be Heard
Terryberry

Key Features

- 1. New Engagement Scorecard** with workplace culture health metrics that go beyond login rates
- 2. Value-tagged Recognition** adds purpose to employee appreciation while reinforcing company values
- 3. New Drill Down Surveys** built on scientifically-validated research to measure recognition's impact on Purpose for engagement



Belonging

Fostering a culture of belonging promotes collaboration, mental health, and creative problem solving.



Recognition

Leadership

Credible and honest leadership drives loyalty, promoting both retention and engagement.

Purpose

Employees who feel their goals and values align with those of their workplace have significantly higher retention level.



Wellness

Wellbeing

Physical, mental, and emotionally healthy employees are more likely to remain focused and motivated.

Empowerment

Granting employees appropriate authority, resources, and support fosters a culture of self-learning and ownership.



Rewards

Equity

Employees who feel opportunities, promotions, and recognition are awarded fairly are more likely to go the extra mile.

Introduction

Terryberry's holistic approach to employee engagement



1. Celebrate achievements through meaningful recognition

What is your role in creating a culture where great work – big and small – is being recognized?

2. Investigate workplace trends with people & culture insights

What are the “weakest links” in your company culture?
How do you identify the severity of the problem?

3. Elevate culture with decisions that drive business results

What methods can you use to make sure you're adding value?
Are you improving what you're doing and adding what you need to?

What is Purpose?

A pillar of Terryberry's employee engagement model



Purpose: The sense that one's work is contributing to something larger and more significant than oneself, especially when aligned with the broader goals and mission of the organization.

Meaningful Work

- **Significance:** Work that is perceived as important and impactful.
- **Value:** Work that aligns with personal values
- **Worthwhile Goals:** Accomplishes goals that are seen as valuable and fulfilling.
- **Intrinsic and Relational Aspects:** Encourages positive relationships with colleagues and supervisors.

Expected Outcomes

- **Quality Relationships:** Positive interactions with colleagues and supervisors.
- **Job Satisfaction:** Contentment with one's job and work environment.
- **Engagement:** Involvement and enthusiasm for work.
- **Well-being:** Good physical and mental health.
- **Empowerment:** Autonomy, control, and willing to take risks

Why is Purpose Important?

A pillar of Terryberry's employee engagement model

Purpose as Engine



Meta-analysis of 23,144 workers shows:

- Powers 70% higher engagement
- Fuels commitment and satisfaction
- Drives improved performance and retention

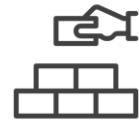
Purpose as Compass



Zookeeper study reveals:

- Directs meaningful identity and significance
- Points toward greater sacrifice and commitment
- Guides higher ethical expectations of employers

Purpose as Foundation



Arendt's philosophy:

- Builds lasting impact beyond daily tasks
- Supports connection between individual and collective
- Establishes durable meaning that transcends time

Allan et al. (2019). "Outcomes of Meaningful Work: A Meta-Analysis." *Journal of Management Studies*

Bunderson & Thompson (2009). "The Call of the Wild: Zookeepers, Callings, and the Double-edged Sword of Deeply Meaningful Work." *Administrative Science Quarterly*

Based on Arendt's "The Human Condition" (1958) as referenced in Allan et al. (2019)

The Purpose Opportunity

Harvard Business School Research (2023)

CEOs rate purpose importance at 9.1/10

...but purpose effectiveness scores only 6/10.

This purpose gap affects:

- 1. Retention:** Up to *3x higher turnover* in low-purpose environments.
- 2. Productivity:** Companies with clear purpose *outperform markets by 42%*.
- 3. Innovation:** Purpose connects individual creativity to organizational goals.

Purpose

Employees who feel their goals and values align with those of their workplace have significantly higher retention level.

Getting Ahead of Your Purpose Problem

Why Fragmented Solutions Fail Purpose Initiatives

When recognition happens in isolation → **Values become just words**

When surveys lack action → **Employee listening feels pointless**

When analytics aren't connected to recognition → **Insights never drive change**

The Terryberry Difference: One powerful platform reinforces purpose in a virtuous cycle:

- 1. Listen** to understand purpose gaps
- 2. Recognize** to reinforce values consistently
- 3. Measure** to prove real business impact

1st Poll

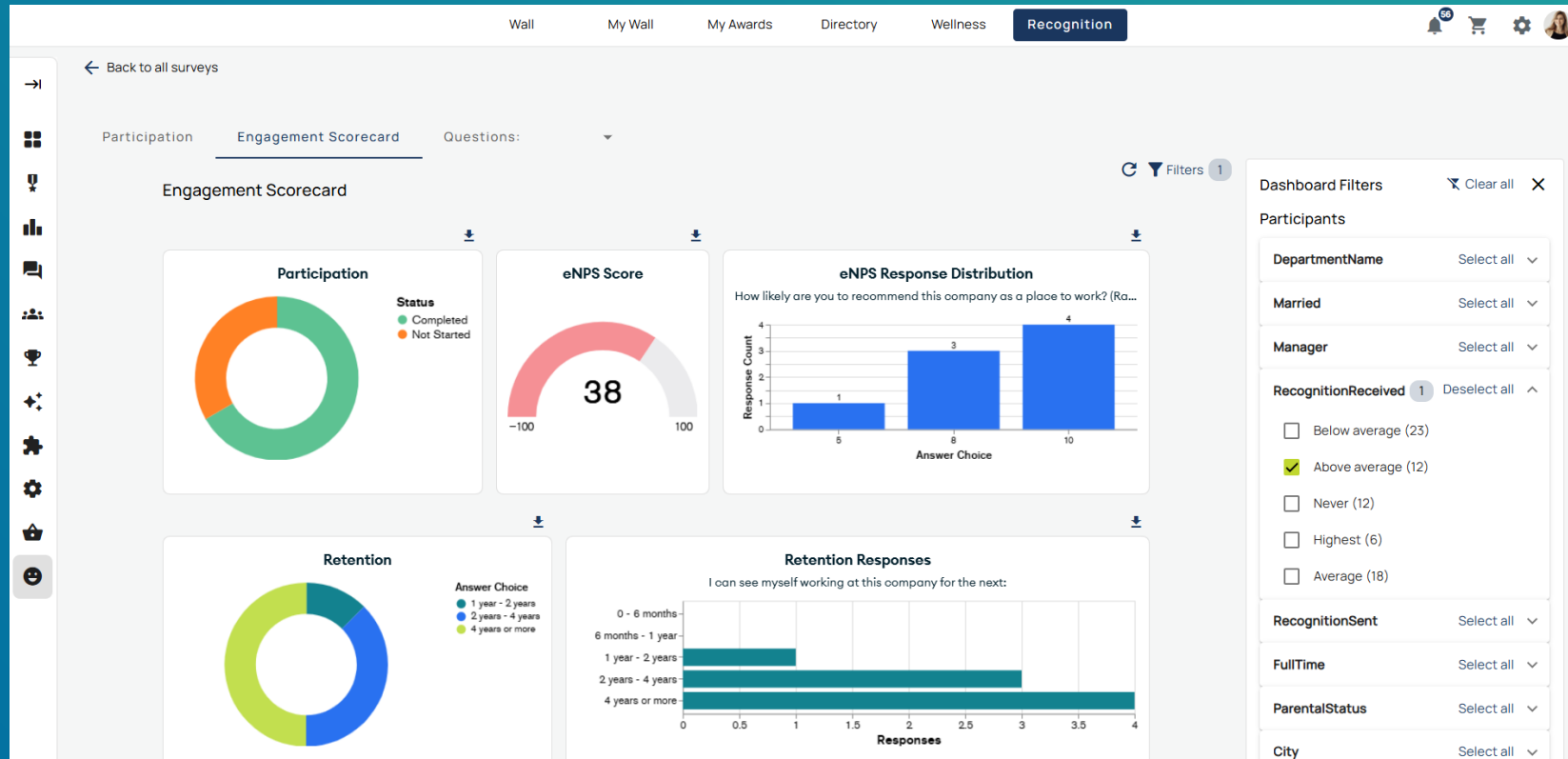
Purpose & Company Values | Identifying Purpose Gaps

How well are employees aligned with the company's purpose and values?

- 1. Thriving:** Our values energizes daily work
- 2. Inconsistent:** Purpose exists but varies by team
- 3. Underdeveloped:** Values aren't driving our culture yet
- 4. Nonexistent:** We haven't defined our company's purpose clearly
- 5. Unknown:** We lack data on how employees connect with our purpose



1st Product Demo: Engagement Scorecard



- Purpose metrics across departments
- Identifying purpose gaps by demographics

2nd Poll

Purpose & Company Values | Value-Based Recognition

How mature is your strategy for reinforcing company values?

1. Our company values set us apart in the market for top talent
2. We have company values that guide our recognition strategy
3. We have company values and don't do much to reinforce them
4. We don't have company values but want to create them
5. We don't have company values and aren't looking to change that
6. What are company values?



2nd Product Demo: Value-Based Recognition



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- Value-tagged recognition feed
- Nomination for values-based awards

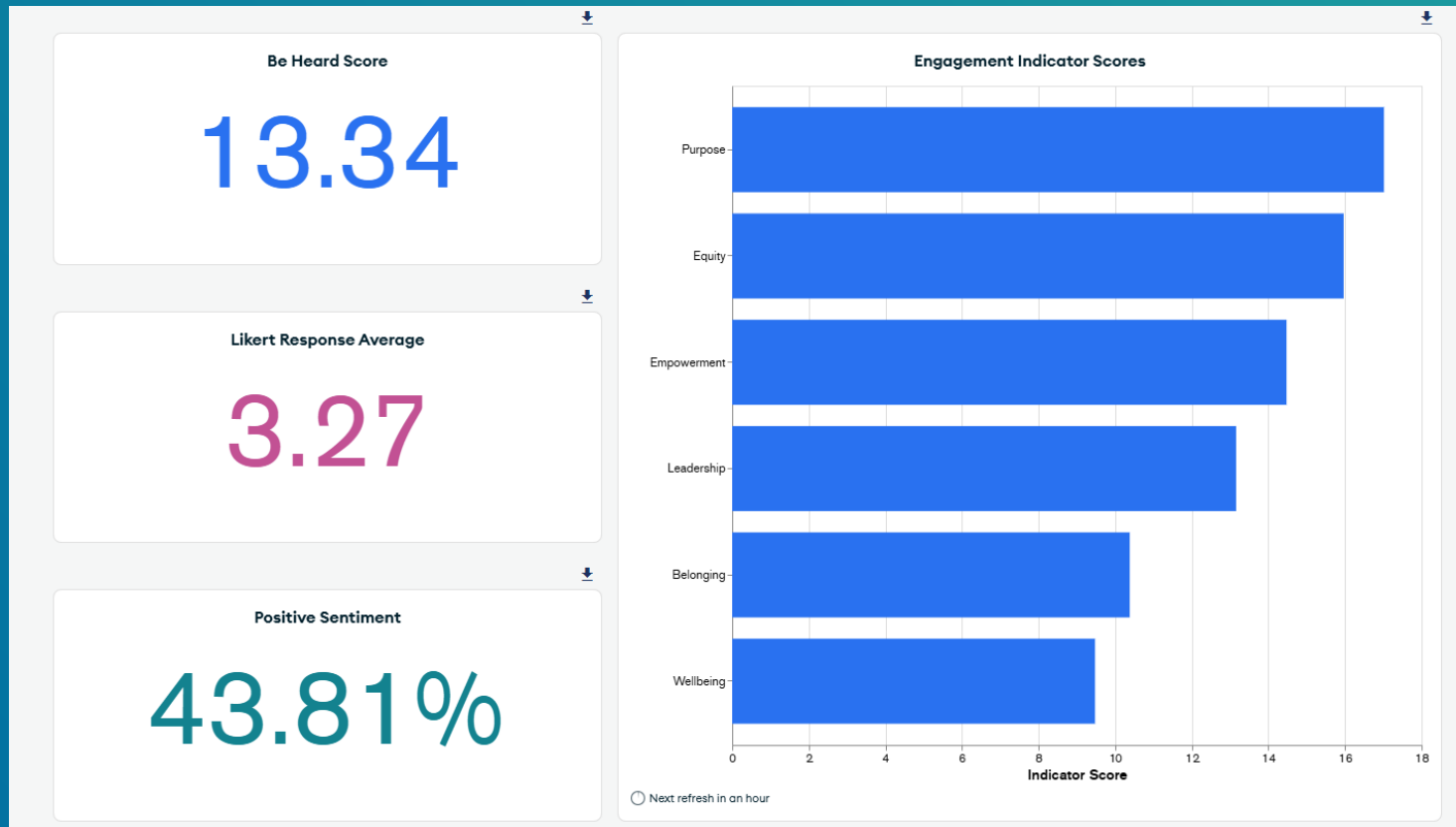
3rd Poll

Purpose & Company Values | Connecting Daily Work to Organizational Purpose

What's your biggest challenge in helping employees connect their daily work to your organization's broader purpose?

1. Helping people see how their specific job contributes to our bigger mission
2. Creating regular "aha moments" where employees can see their impact
3. Preventing burnout in our most passionate, purpose-driven employees
4. Understanding if our recognition efforts really reinforce purpose connection
5. Keeping purpose alive during restructuring, layoffs, or strategy shifts
6. Recognizing that different teams and individuals are motivated by different values

3rd Product Demo: Measuring Purpose



- Purpose pulse survey drilldown capabilities
- Filtering purpose metrics by recognition
- Predictive analytics on retention and engagement

Questions?

Purpose & Company Values



Thank You!

Next steps

- **Interested in Terryberry?** Let us know after webinar.
- **Current customer?** Talk to your CSM to get on the waitlist.



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