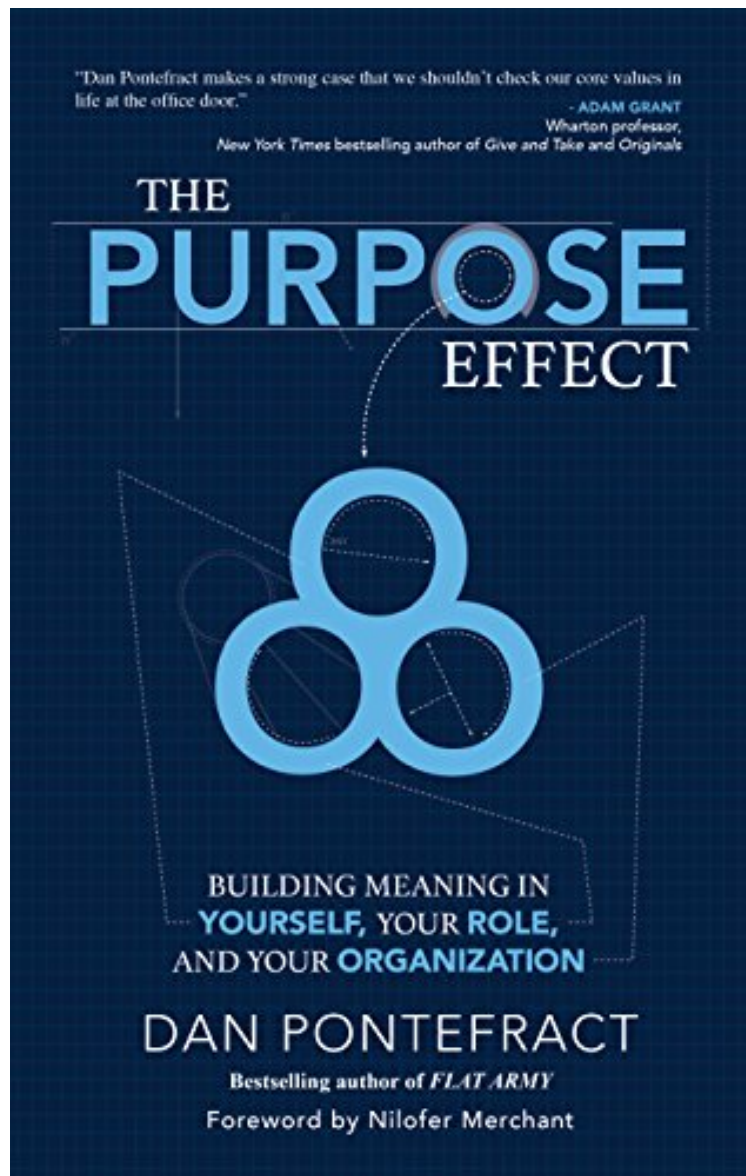


# The Purpose Effect: Building Meaning in Yourself, Your Role and Your Organization

Dan Pontefract

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**Dan Pontefract : The Purpose Effect: Building Meaning in Yourself, Your Role and Your Organization** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Purpose Effect: Building Meaning in Yourself, Your Role and Your Organization:

1 of 1 people found the following review helpful. This book will support, motivate and inspire you!By lgloverFull

disclosure - I am a former student of Dan Pontefract's from his days at British Columbia Institute of Technology and have followed his career over the years. As someone who was part of my first career transition--from retail to high tech--I naturally reached out to him when I was considering another pivot over a decade later--from high tech to social work. That is when Dan told me about his book *The Purpose Effect*. Everything he believes in, aspires to, and has put into practice over the years is in this wonderful book. If, like me, you are someone who is considering, or in the middle of, a career change, this book will support, motivate and inspire you. If you are someone who is mid-career and maybe feeling a tad "burned out", this book will help guide you through the process of whether to stay, and how to rekindle your purpose within your existing career/organization, or whether to go, and pursue your purpose elsewhere. This book is (almost) as good as being mentored by Dan in-person.<sup>2</sup> of 2 people found the following review helpful. audacious and sweeping in its urgency for identifying the sweet spot of our purpose on this planet  
By G Shawn Hunter  
Pontefract's new book is grand, audacious and sweeping in its urgency for identifying the sweet spot of our purpose on this planet. Its full of historical figures, contemporary examples and case studies, and useful models to apply the ideas. But here's the thing I really appreciated about the book: Throughout Pontefract uses real people with real identities going through the real healing and flourishing effects of finding their sweet spot aligned at the intersection of Role, Identity, and Company. In that way, the ideas presented are inspiring, yet also believable, relatable, and ultimately achievable. Bravo!  
0 of 0 people found the following review helpful. I highly recommend this book to leaders of all stripes and to ...  
By Matthew D. Wilder  
As organizations wake up to the place of social purpose there is a tremendous opportunity for the most astute of these institutions to help their people find even deeper and more meaningful purpose in their roles, aligned with their personal values and ambitions. I highly recommend this book to leaders of all stripes and to those who are interested in finding their vocational calling either within or without their present place of employment.

Pontefract combines years of experience and research on employee engagement to create a work about the three crucial areas of purpose: individual, workplace role, and organizational. When one area is lacking, this three-legged barstool starts to wobble, and the results range from disengagement to bankruptcy. A business leader that is committed to purpose will create purpose for his/her employees. An employee that feels his/her sense of purpose on the job will be an invaluable asset to productivity and success. An organization centered on purpose will benefit every stakeholder, from employees to society in general. This "sweet spot" of purpose creates a reciprocal relationship between all three areas, and sits at the center of Pontefract's work.

"It's great to have this book to add to the conversation about deeper ways to improve the poor levels of employee engagement that exist in organizations today. Too often, we only hear about the "corporate ROI" from working to improve engagement, and fail to talk about the personal impact to people from working in environments that force them to leave their passion and values at the door. With *The Purpose Effect*, we can add a new dynamic to move the conversation forward about the shared ownership for engagement." - Actionable Books  
"The Purpose Effect helps individuals and leaders connect the dots between the personal, professional, and organizational. Dan Pontefract makes a strong case that we shouldn't check our core values in life at the office door."  
Adam Grant  
Wharton professor and New York Times bestselling author of *GIVE AND TAKE* and *ORIGINALS*  
"A compelling thesis on how purpose can drive not only personal fulfilment but also lead to more stable, cohesive and higher performing organisations. The Purpose Effect is a must read for any who doubt the impact of purpose on organisational stability and performance."  
Paul Polman  
Chief Executive Officer, Unilever  
"Engagement research is clear: people want to work for a purpose, not just a paycheck. The Purpose Effect should be required reading for anyone who wants to find and develop meaning in their life, their role, and throughout their company. A great read for anyone who is looking to get the most from their career and life."  
Kevin Kruse  
New York Times bestselling author of *Employee Engagement 2.0*  
"Dan Pontefract's The Purpose Effect is a challenge to both the worker and the leader to find the winning trifecta - a combination of a personal sense of purpose, an organizational purpose and a role purpose."  
Dee Ann Turner  
Vice President, Chick-fil-A  
"Author of *It's My Pleasure*"  
"Dan Pontefract raises the discussion of purpose to the next level using his three category model with the "sweet spot," looking at it holistically and its impact on individuals, organizations, and society as a whole. This book is loaded with examples that take it from what might seem as a nice-to-have, to a must-have in order to maximize impact, engagement, and contribution."  
Tony Bingham  
President and CEO, Association for Talent Development  
"As the sense of meaning in the corporate world continues to plummet, the shortage of clear and comprehensive thinking on solutions has become acute. Dan Pontefract rides to the rescue with *The Purpose Effect*, providing a well-argued and detailed framework for organizations and their people to find and maintain their purpose 'sweet spot.'"  
Roger L. Martin  
Author and Institute Director  
Martin Prosperity Institute, Rotman School of Management  
"Pontefract provides a powerful framework to make work deeply fulfilling and productive for the most valuable members of the workforce, those that are purpose-oriented."  
Aaron Hurst  
Author of *The Purpose Economy*  
CEO of Imperative  
From the Author  
I wrote *The Purpose Effect* to prove that there is a link between purpose and culture. The concept of purpose was something I wanted to explore

deeply, and prove that an organization and its employees are better off with the dynamic duo of culture + purpose. If the purpose of the organization and its team members is aligned--and the organization is operating in an open, collaborative and harmonious culture--it delivers the one-two punch of societal (including employees/individuals) and organizational benefits. Through the three years of writing *The Purpose Effect*, I have discovered and proved my thesis that purpose is a very close partner of culture.