



# How to harness purpose to drive wellbeing and performance

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29.7.22

Dear Noah Jones

Thank you for your letter  
and poem. And thank you too for  
all the things you do to help the  
natural world.

I am so glad you enjoy  
my programmes.

Best wishes

David Attenborough

from David Attenborough





# Biology



Meaningfulness\*  
Belonging  
Purpose



## What is purpose?

“ Making a contribution that is meaningful to the self *and* has a consequence to the wider world.

”

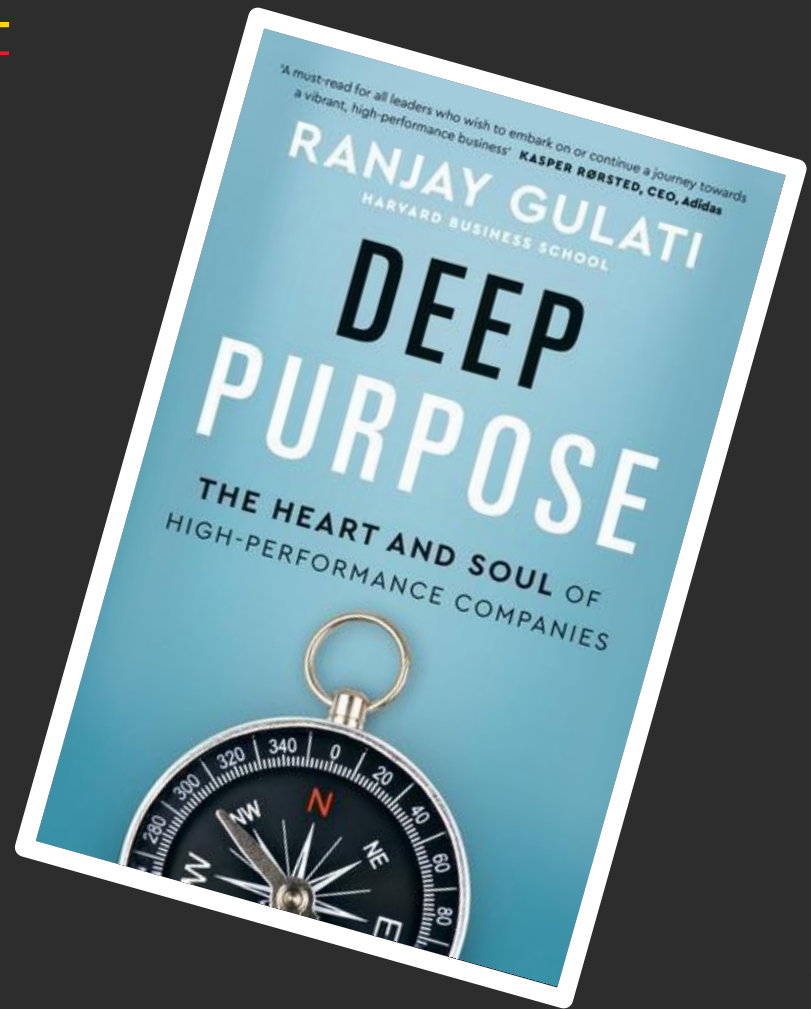




Inspire and  
develop  
the builders  
of tomorrow

# Organising principle

- Motivational
- Directional
- Reputational
- Experiential





Doing well

Doing good



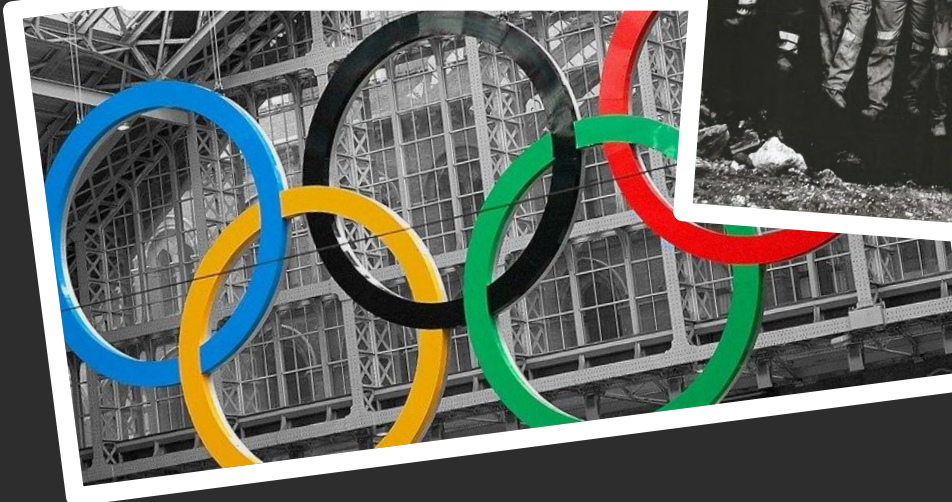
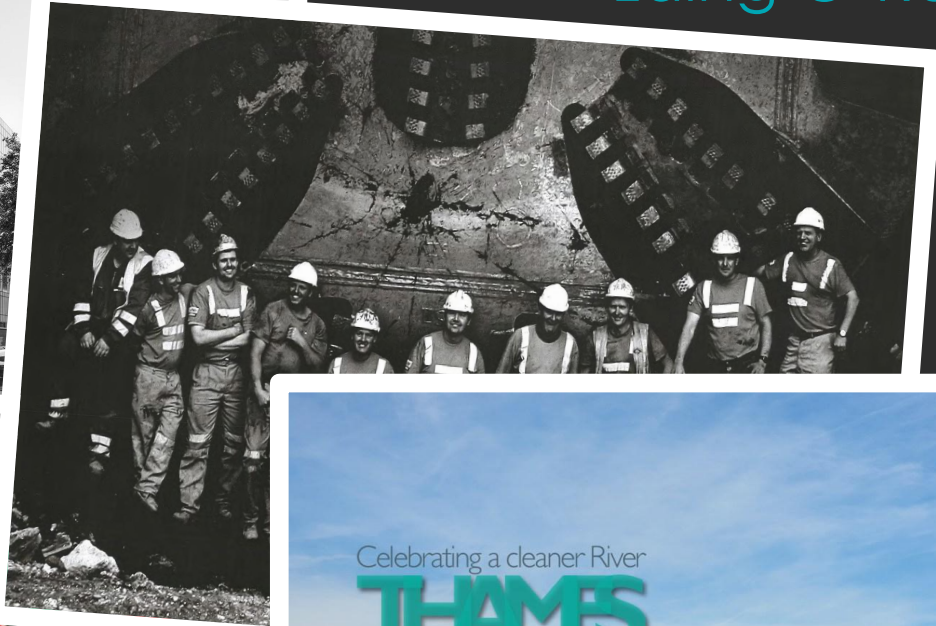
*I want to use television not  
only to entertain, but to  
help people lead better lives.*

**OPRAH WINFREY**



Oprah is awesome  
but it isn't about  
being Oprah

Laing O'Rourke





# The Great Stink



THE "SILENT HIGHWAY"  
"Your MONEY or your LIFE!"



# Connection



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So, tell me why you joined the construction industry

Well last week I stood in what will be the centre circle of the pitch football team. Last year, I stood in the middle of a nuclear reactor a portion of the UK. I have worked on a new Children's hospital t/ many young lives. I have built homes for families who will grow t create memories for life.....I work in construction, because I c world a better place for other people. Why don't you come and industry and make a difference. #construction #constructionin

You and 308 others



Like



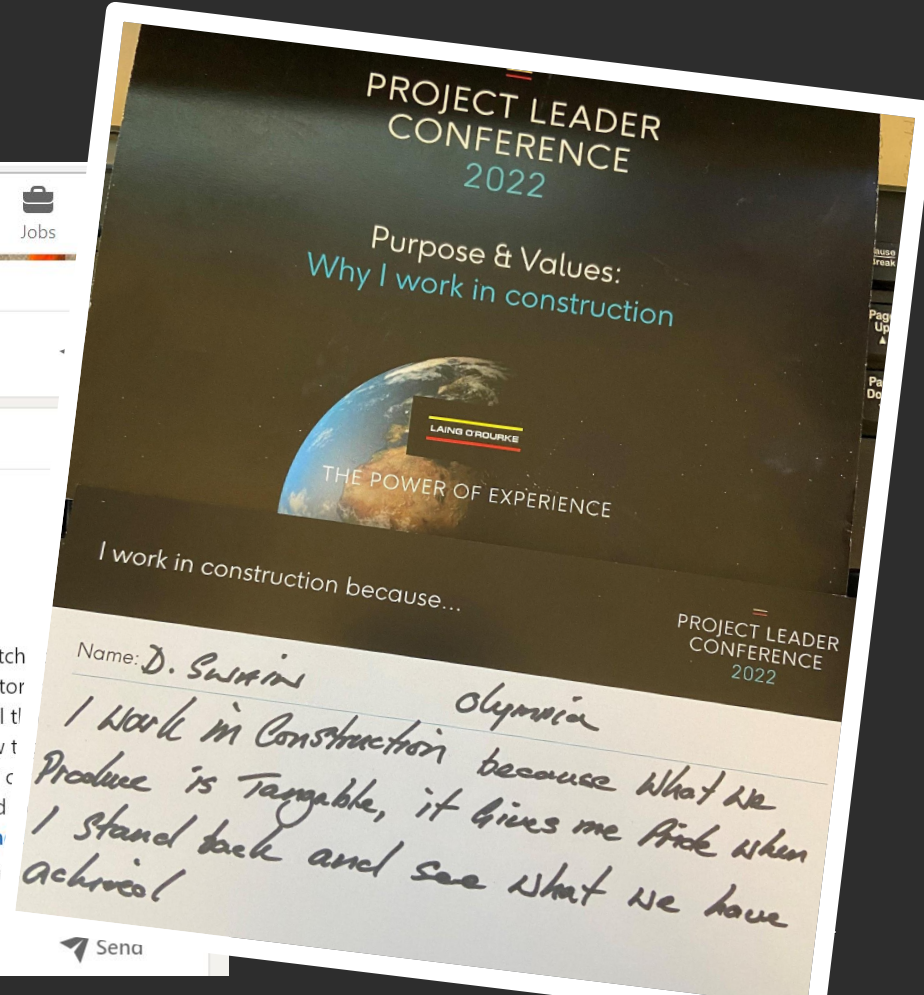
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# Values

*Living above and  
below the line*





# Appreciation vs recognition