



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

Pontefract Dan

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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.

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