

Kumanu Purposeful Culture Index

DIGNITY / BELONGING

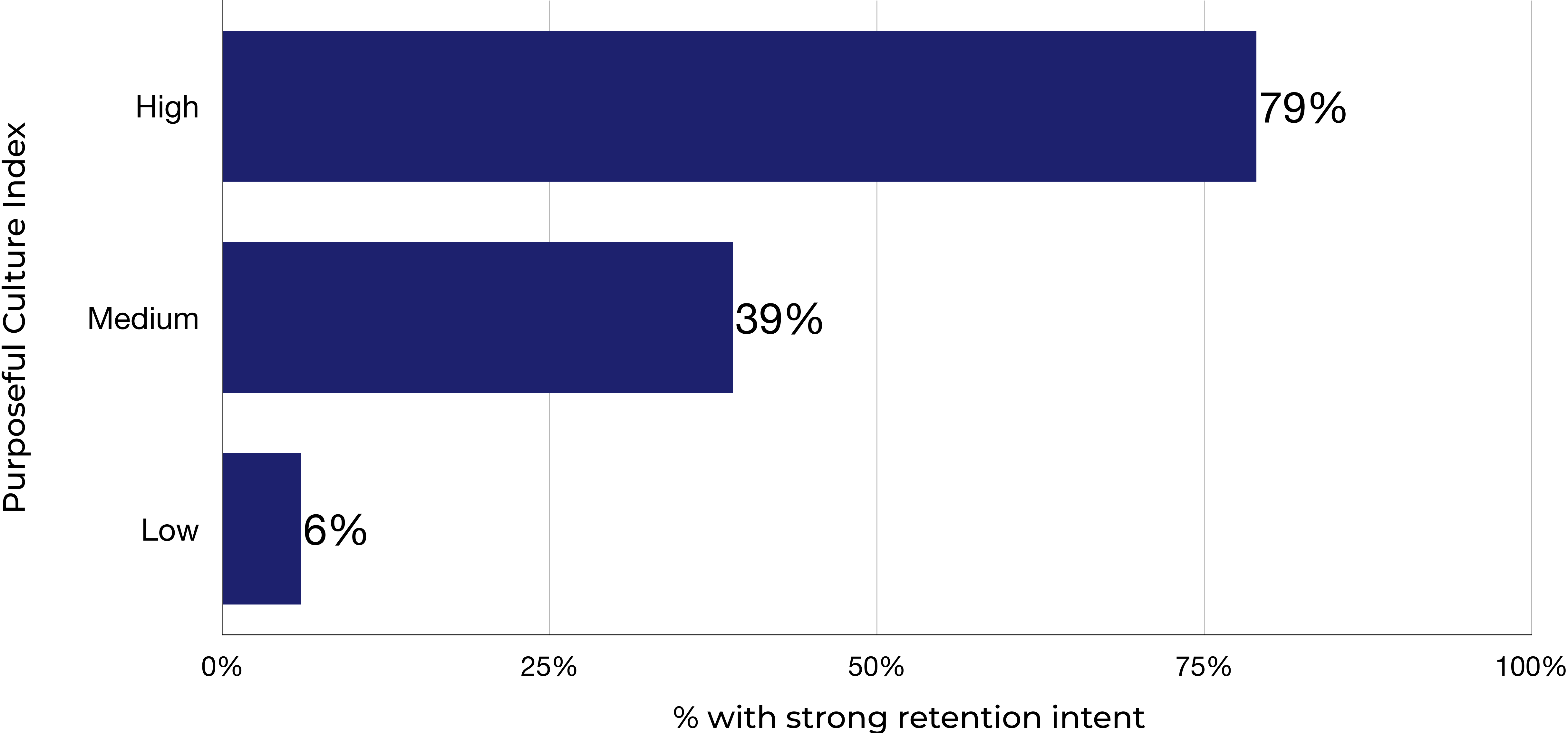
ORGANIZATIONAL SUPPORT

ORGANIZATIONAL HIGHER PURPOSE

FULFILLMENT OF PURPOSE FROM WORK

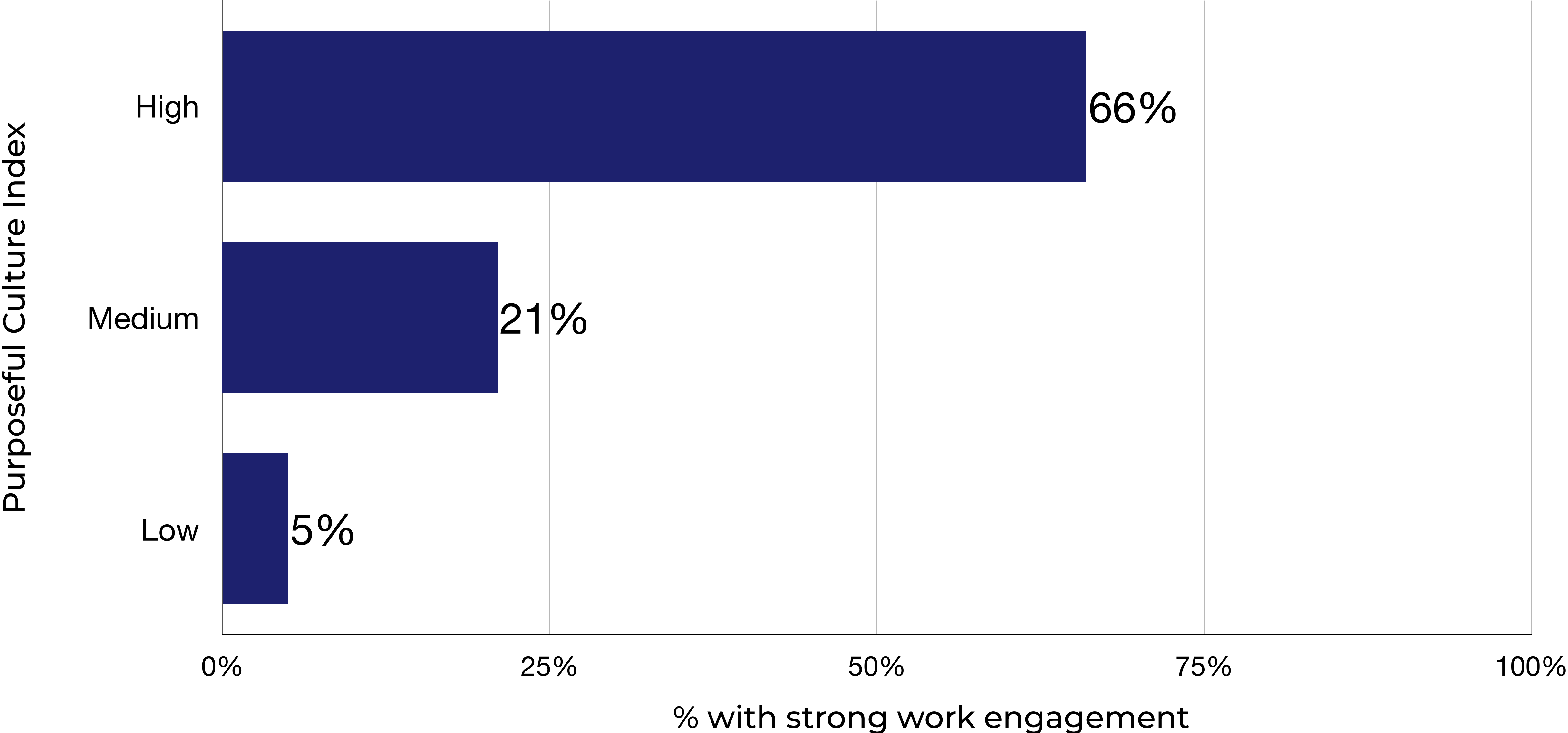
ORGANIZATIONAL IDENTIFICATION

Purposeful Culture Index by: Retention Intent



Harris-Kumanu Purpose Poll, May 2021, N=458 full-time employees. Adjusted for Age, gender, education, income, occupational size, role, # employees reporting to.

Purposeful Culture Index by: Work engagement



Harris-Kumanu Purpose Poll, May 2021, N=465 full-time employees. Adjusted for Age, gender, education, income, occupational size, role, # employees reporting to.

Kumanu Purposeful Culture Index - 5

- I feel like I belong at my organization
- My organization helps me fulfill my personal purpose for working
- My organization's purpose inspires me
- My work helps me fulfill my purpose in life
- My organization's successes are my successes