

Serving others *serves the organization.*

> *Purpose isn't a once-a-year event. It's part of who the organization is.*

One annual community service day is an event. Purpose grows when service is woven through the year: a standing partner, a recurring team day, a calendar that makes it normal. April is National Volunteer Month, a natural time for a team to serve together. Don't stop there: choose a cause that serves your community and return to it each quarter or more.

Serve together, on the clock.

Facilitate service as a team during work hours, then make your team aware of ways to keep serving those same organizations on their own time if they wish, but never require it. Serving together over time builds trust and pride.

Purpose shows up in the data.

Deloitte's volunteerism survey found 89% of workers say companies that sponsor volunteering offer a better working environment, 70% say it lifts morale more than company-sponsored happy hours, and 74% say it enhances their sense of purpose.

Where could your team serve together this quarter?

Boaz Strategic helps leaders build purpose into culture, so people see their work as meaningful, not just profitable.