

## **YOU CAN MAKE A DIFFERENCE**

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Research shows that “meaningful work is precisely what most employees are looking for in a job, ranked consistently first in importance above all other attributes. What this suggests is that a sense of purpose and meaning in one’s work is fundamentally more important to every age group, gender, job type, and tenure than all other aspects of work.”

(Source – *“How to Make a Difference at Work: A Practical Guide to More Meaningful and Purposeful Workplaces.”* Copyright by NorthCoast 99).

Does this mean that we all need to go work for nonprofit organizations? Do we all need to change careers to a more meaningful profession (i.e., from an Accountant to a Nurse)? According to research, we just need to make a few changes:

First, consider whether you need to be the one that needs to look at things differently. Maybe those problems you deal with and complain about at work are really opportunities for you to make a positive change at your workplace either with yourself, your coworkers or with your clients.

Second, perhaps you need to change your definition of the opportunity to make a difference in this world. This opportunity doesn’t have to be something that makes a huge impact or changes the world. It could be as simple as doing a little extra for a client or cheering up a co-worker who’s having a rough day.

Third, perhaps you need to take the time to understand why you’re doing something rather than just doing it. Maybe you need to get to know your client better to appreciate what they’re going through; why they need a report, etc. Maybe you need to take the time to figure out why a coworker can’t get a project completed rather than finishing it for them.

The report referenced above concludes that “We all want change in our workplaces and to work in more engaging, happier, and better organizations that positively impact our customers and communities. We can be part of that difference by viewing our businesses as platforms for a greater good and taking responsibility to be of service to others that we work with every day. And, by doing so, we will change our cultures and organizations to more meaningful and purposeful ones that truly make a difference in the world.” Try it, see what happens.

*“No work is insignificant. All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence.” – Martin Luther King Jr.*