



INSPIRING VISION AND MEANINGFUL WORK

At Pepperdine, we know our mission and vision well, and we understand what we are collectively working toward. But do employees understand how their daily tasks are crucial to realizing our shared goals? Because we are in the business of preparing students for lives of purpose, then we must model intentional, purposeful, and meaningful lives—whether we are entering formulas into a spreadsheet, landscaping, or greeting guests. The work that fills our day is valuable and important to our shared goals.

A Gartner study shows 52 percent of employees are questioning the purpose of their work following the pandemic. Similarly, during the Great Resignation, one of the main drivers of turnover was lack of meaningful work and opportunities to make a positive impact. If employees do not feel their work has purpose, they will seek new opportunities. It is up to you—the supervisor—to continually remind employees how their daily work specifically contributes to the mission and vision of this University. One of the best ways to do this is to write a vision or inspiration statement for your team.

Powerful vision statements are tools to articulate your goals, impart meaning, focus work on what is most important, and above all, inspire your team. By setting an inspiring vision, you will create deeper satisfaction, stronger motivation, and higher productivity in your employees, creating ambassadors for Pepperdine who believe in our mission and enthusiastically work toward peace and justice through our talented students and alumni.

ACT IN JANUARY

1 Craft a vision and/or inspiration statement for your team.

Whether you have one direct report or oversee a large area, you are responsible for continually reminding your staff why their specific contributions are crucial to fulfilling the important work of Pepperdine. Reference these exercise prompts and this example to help create a vision/inspiration statement to guide your team's long-term success and impact. As you brainstorm, bring in members of your team to ensure their perspectives are heard.

2 Connect daily responsibilities with shared values.

Meaningful work leads to a meaningful life. As a supervisor, you have the opportunity and responsibility to frame each task and responsibility in light of its true meaning. For example, you could simply ask your employees to set up tables for a conference—or you could explain how intentional place settings ensure each participant feels honored, acknowledged, and cared for, as well as promote the University's values of hospitality, community, and belonging.

3 Create ambassadors within your department.

By educating and reminding employees of their impact and clearly articulating your team's vision, you will inspire confidence and care for how employees carry out their work, influencing their attitude, interactions with constituents, and affinity for Pepperdine. When employees understand the bigger picture and feel they are contributing to a valuable purpose, their motivation and care will make them not only exceptional employees, but authentic ambassadors of Pepperdine and our shared mission.