

# Deloitte Survey: Strong Sense of Purpose Key Driver of Business Investment

**ORGANIZATION HAS A STRONG SENSE OF PURPOSE**

**ORGANIZATION DOES NOT HAVE A STRONG SENSE OF PURPOSE**

Organizations with a strong sense of purpose are more confident in their growth prospects.

OF RESPONDENTS



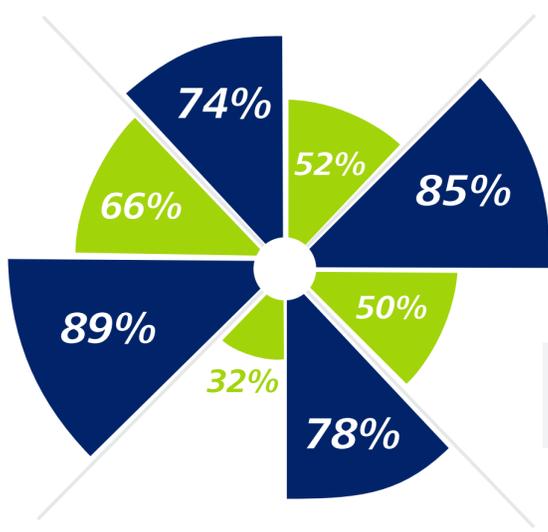
Organizations with a strong sense of purpose instill greater confidence in their stakeholders.



Our investors are confident in our growth prospects over the next year and beyond



Our clients trust that we will deliver the highest quality products/services



Our communities believe that we are good and helpful corporate citizens



Our employees trust in our culture and beliefs

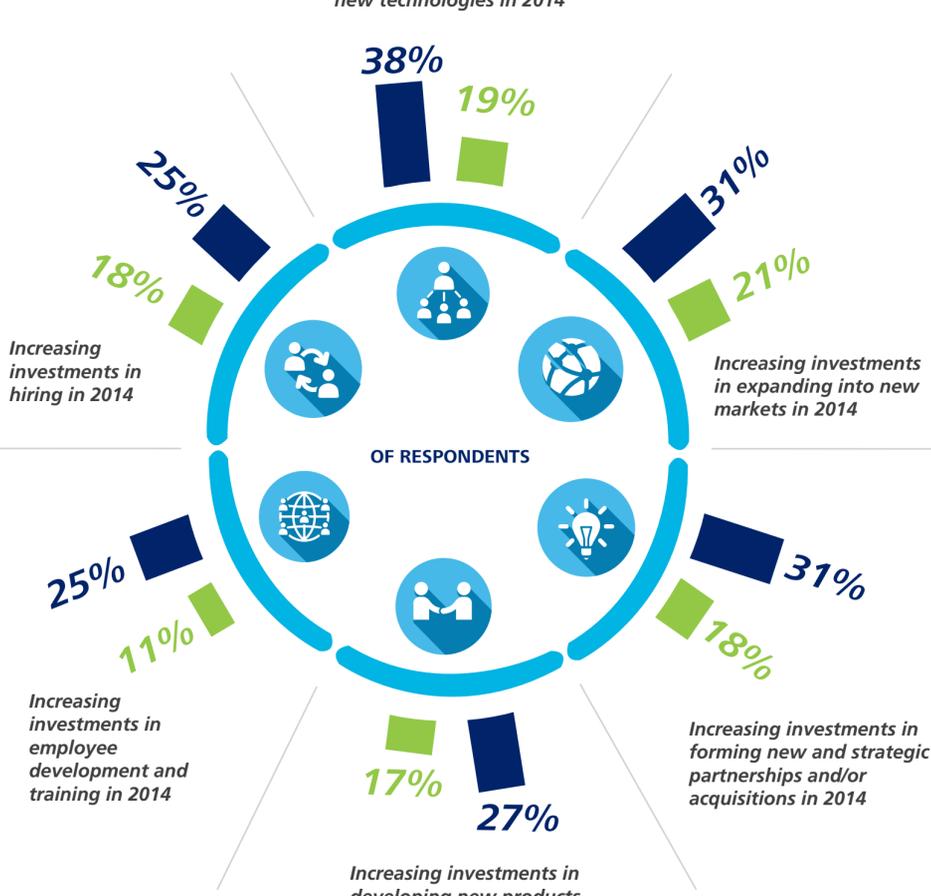
Organizations with a strong sense of purpose are more likely to create a "best place to work" culture that drives innovation, embraces diversity and helps employees reach their full potential.

OF RESPONDENTS



Organizations with a strong sense of purpose are more likely to invest in initiatives that can lead to long-term growth.

Increasing investments in new technologies in 2014



## ABOUT THE CORE BELIEFS & CULTURE SURVEY

The Deloitte Core Beliefs & Culture Survey is designed to explore the concept of workplace culture, defined by a set of timeless core values and beliefs, as a business driver. This year's survey examines whether a strong sense of purpose leads to higher levels of confidence among stakeholders and drives bolder investments in growth —driving initiatives. Punit Renjen, chairman, Deloitte LLP, is the sponsor of this annual survey series.

This report presents the findings of an online study conducted within the United States by ORC International on behalf of Deloitte. The survey methodology included surveying a sample of 1,053 adults (300 executives and 753 employed adults) who are employed full time by an organization with at least 100 employees. The survey was conducted from February 21 through February 28, 2014.

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