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

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

Confident that their organization will grow this year
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
82% 48%

Optimistic about their organization’s future prospects and their ability to stay ahead of industry disruptions
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
83% 42%

Optimistic about their organization’s long-term ability to outperform competition
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
79% 47%

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

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.

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

Employees are provided the tools and resources to realize their full potential
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
73% 23%

Employees are fully engaged
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
80% 35%

Organization encourages employees to innovate
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
74% 43%

Organization embraces diversity and different opinions
Organizations with a strong sense of purpose
Organizations without a strong sense of purpose
66% 85%

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 in February 2014 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.