



Benevity Webinar | April 27, 2022

Harnessing Purpose Through the Great Resignation

Our panelists shared how purpose programs can be the best tool to attract and retain top talent.

This webinar also taught us how corporate purpose programs make work meaningful and impactful, ways to foster and grow company culture and strategies for engagement across remote and hybrid workplaces.

Featured Panelists



Elysha Vega

Senior Program Manager, VP, Citi



Janeen Speer

Chief People Officer, Benevity



Erica Graham Jordan (Moderator)

Regional Vice President, Benevity

Key Themes

- Take learnings from employees and apply to company purpose programs as best practices.
- Understanding what fuels your people can connect them to their purpose.
- Being invested in employee growth and development can help retain talent.
- Celebrating milestones and paying attention to the changing needs of the workplace can help engage people.

Key Takeaways

- Strengthen the connection with your people by being authentic and transparent about company goals.
- Have a plan for your purpose program, but don't be afraid to be flexible and adjust based on feedback.
- Be mindful of the range of work your people are doing and consider ways to engage them that are easy and fun to increase their connection back to the community.
- Be intentional about bringing your people together; community and connection will likely have a positive influence on keeping and growing talent while energizing your people and creating impact for the long term.

Watch the on-demand webinar
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