

Is Meaning Coachable?

Finding The Next Gear in Employee Engagement and Performance

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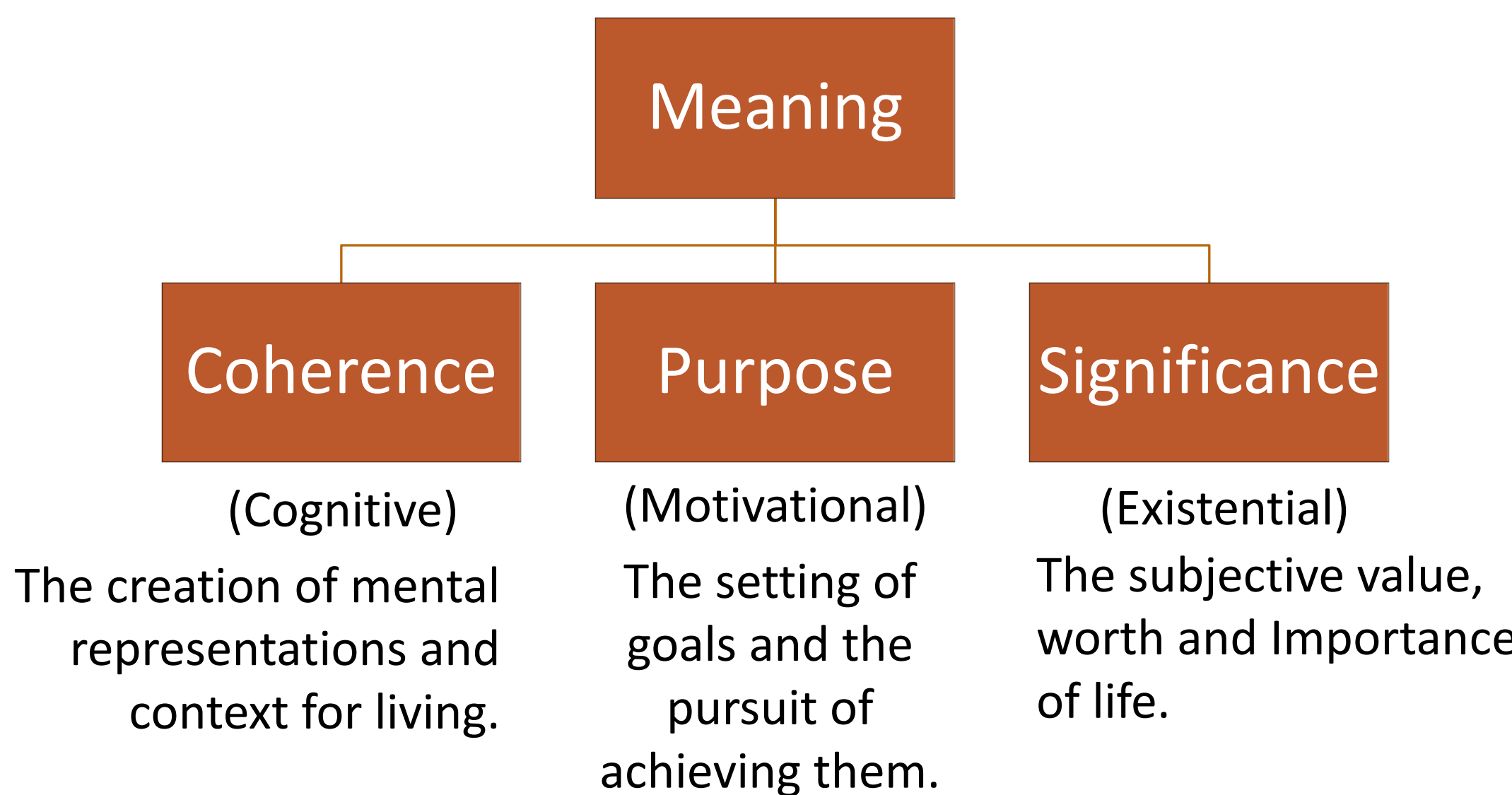
Introduction

The concept of Meaning has been studied through the ages, and the benefits of Meaning in Life have been well documented to include increased resiliency, perseverance, health and subjective well-being in humans. The author posits that these qualities not only make better, happier humans, but also better, happier employees. This study explores coaching as a way to increase Meaning in Life and therefore, employee engagement and performance.

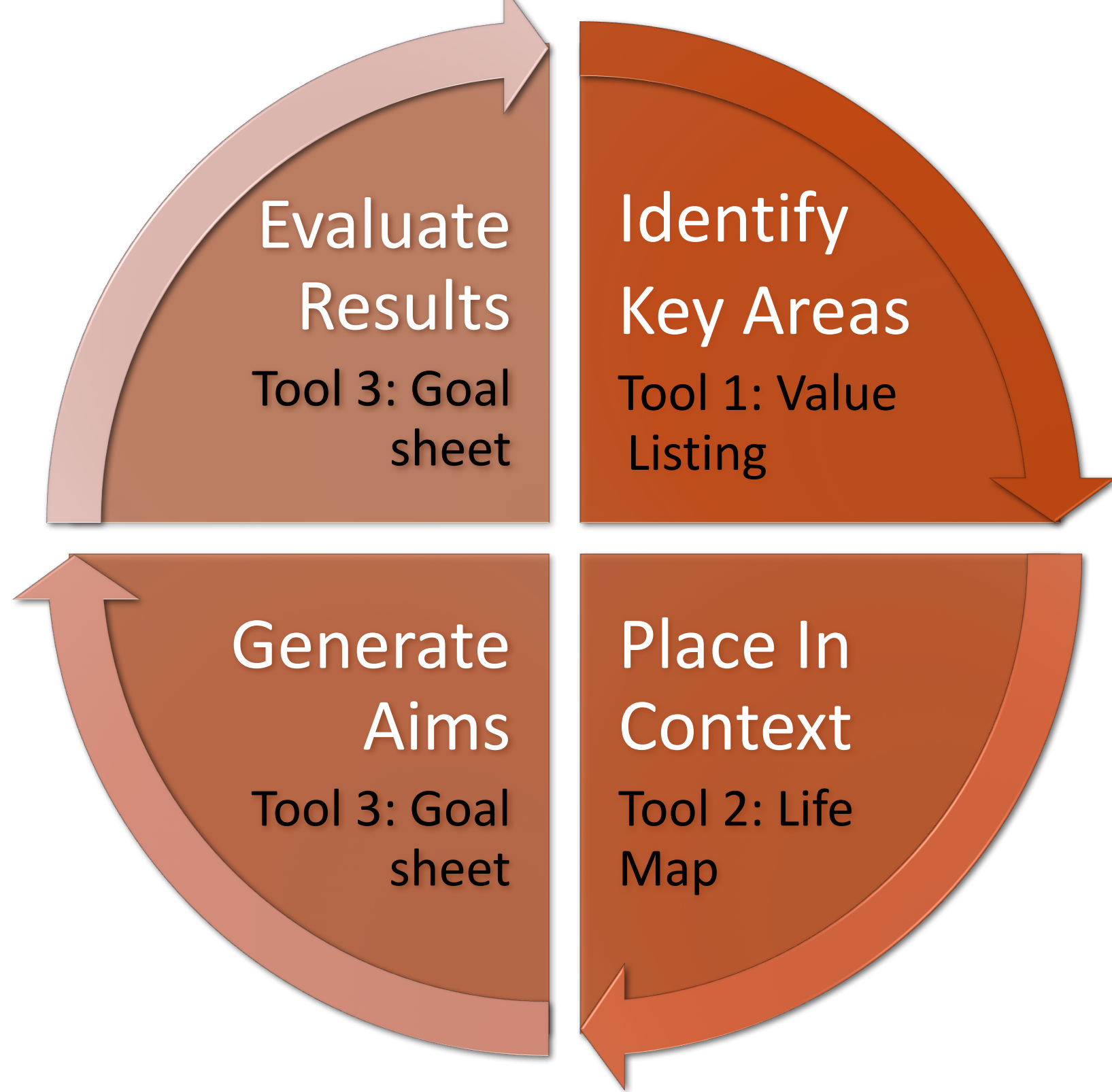
Methods

1. **Literature Review** and Definition Research
2. **Pilot Study** with randomly assigned control group.
3. **Design of research-based tools** for use during coaching (treatment) session.
4. **Measurement** before and after treatment using Meaning in Life and Meaning in Work Questionnaires
5. **Semi-Structured Interviews** to ascertain tool and session effectiveness.

Definition of Meaning



Tools and Design Principles



Results in Participants' Own Words

Qualitative feedback from participants provided valuable insight into tool and session effectiveness and improvement opportunities.

TOOL EFFECTIVENESS

"The survey questions . . . it definitely stumped me a little bit . . kind of made me really think . . . what is my purpose? . . . it definitely made me question, do I know the answer to this?"
– 40 year old, female participant

TOOL FEEDBACK

"I have a problem with the word "goals". I don't set goals for anything. Life just happens . . . when I hear goal I think of a rigorous process."
– 53 year old, male participant

"For me, it was more focus. The kind of things that I have been thinking about doing didn't change, but I did think a little more focused around some areas where I said, ok, I want to have more opportunity to do these things . . . how would I focus more on that?"
– 52 year old, male participant

"Desire is about Happiness and Joy, and Accomplishments are about a list."
– 52 year old, male participant

"I'm so busy that I don't take the time, to think, Ok, what is it that I really value?, and what I'm doing right now, is it one of those things? Because if it's not, then why am I doing it? It's making me kind of question what I am doing, how I'm doing it."
-- 36 year old, female participant

THE TWO MOST
IMPORTANT
DAYS IN YOUR LIFE
ARE THE DAY YOU
ARE BORN
AND THE DAY YOU
FIND OUT WHY.

Mark Twain

Key Literature Cited

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