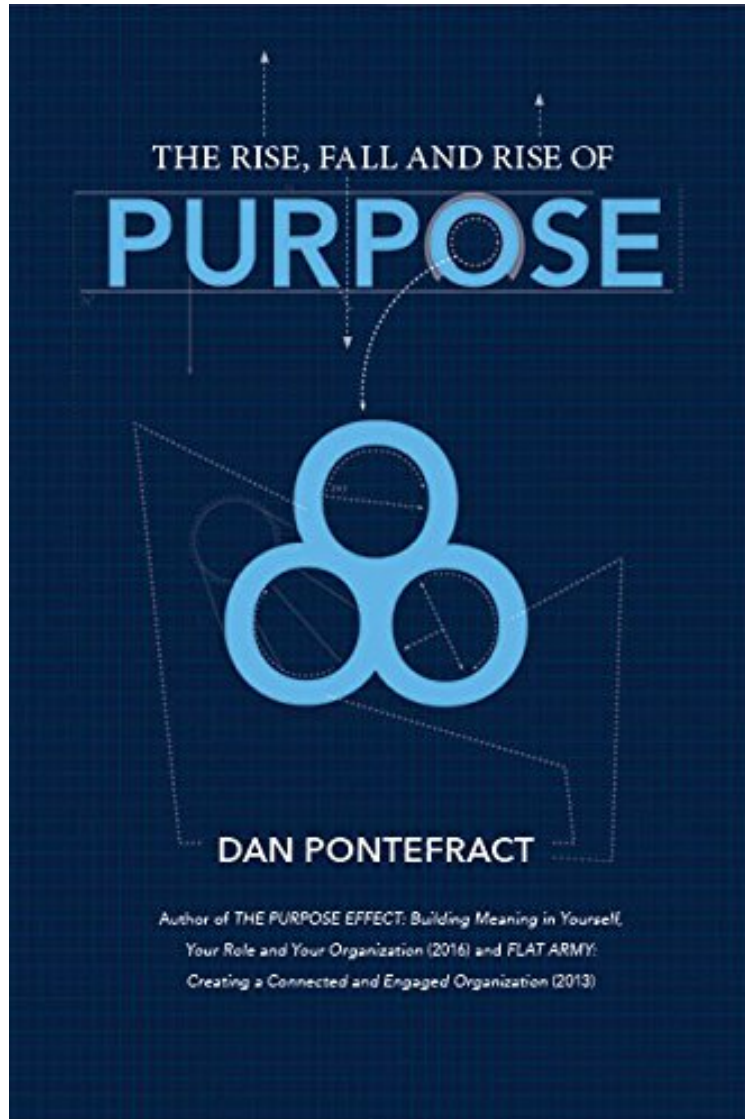


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## The Rise, Fall and Rise of Purpose

*Dan Pontefract*

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**Dan Pontefract : The Rise, Fall and Rise of Purpose** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rise, Fall and Rise of Purpose:

Workplace disengagement plagues many organizations across the globe, frequently leading to low productivity and workplace morale. This issue edges on epidemic status, with less than one third of employees in the U.S. having reported a sense of engagement at work. Similarly, only 28 percent of employees feel as though their role at work gives them a sense of purpose. Organizations that find and implement solutions to these problems, however, create a

major competitive advantage while simultaneously improving the quality of life for employees. In this supplement to his latest book, *The Purpose Effect*, Dan Pontefract metaphorically examines the city of Detroit as both an example of the decline of purpose in the workplace and its potential to rebound and mend. There is hope for even the most disengaged organization, but only if the individuals who make up its culture are willing to find answers within themselves, dedicating their efforts to make a positive change.