

THE GREAT REVITALIZATION

Best Practices to Vitalize through Meaning and Purpose Assessment

As discussed in the book, *The Great Revitalization*, you can perform a self-assessment to see how well your company's talent practices draw from Nurture Through Mindfulness (IQ), Open the Heart (EQ), and Wake the Soul (SQ).

The Nurture Through Mindfulness chapter challenged you to consider likely long-held business and people management practices that seriously hamper the motivation and creativity of your team. Take stock of your organization and identify your opportunities for improvement by completing the checklist below. Indicate your rating of each practice in your organization as follows:

1 – Never, 2 – Rarely, 3 – Sometimes, 4 – Most of the Time, 5 – Always

Elevated Practice	Description	1	2	3	4	5
Audit and Overhaul Your Human Capital Processes	You conduct and examine, ideally with the help of an outside perspective, your human capital processes to discern their impact on your employees' productivity, engagement, and performance.					
Seek What's Good and Develop Strengths	You have a set of cultural operations in place where your managers look for what to prize in individual team members and actively work to develop their strengths and grow their talents to increase their fulfillment and further leverage their contributions.					
Focus on ALL Team Members	You do not subscribe to segregating your team into "high performance" or "low performance" but rather devote development resources to everyone.					
Intentional Feedback and Recognition	You regularly provide feedback that encourages a desire to improve, and feedback that motivates greater performance and a desire to stay.					
Measure Your Team's Engagement to Work	You annually measure the level of engagement (which is indicative of fulfillment) of your employees and act on the results to constantly improve the employee experience.					
Re-Work Where and When Work Gets Done	You examine and incorporate hybrid and/or virtual and flexible work schedules that enable your team to more meaningfully participate in their work while enjoying a greater fulfillment and work-life harmony.					
Consciously Threaded in AI and Robotics	You automate routine functions and relieve monotony of these tasks while thoughtfully elevating the human contribution to work.					

The Open Your Heart chapter encouraged you to “open the heart” to increase emotional intelligence and manage through meaning to increase motivation and connection among your team members. Take stock of your organization and identify your opportunities for improvement by completing the checklist below. Indicate your rating of each practice in your organization as follows:

1 – Never, 2 – Rarely, 3 – Sometimes, 4 – Most of the Time, 5 – Always

Elevated Practice	Description	1	2	3	4	5
Become a Caring Leader	We operate from a culture that prizes the worth and potential of each team member and convey this message through words and deeds.					
Manage Through Meaning	We traffic in meaning by incorporating ways for people to experience daily the three sources of meaning in logotherapy – passion, inspiration, and mindset					
Bring Passion Back	We celebrate passion by helping team members discover their own, develop it with and through their work, and encourage its pursuit on and off the job.					
Inspire “Love in Work”	We continually seek ways to keep our team members focused on doing work they most enjoy, properly aligning their time and talents with their treasure.					
Stomp Out Fear and Toxicity	We do not tolerate fear to manifest toxically in our operations and actively intervene to mobilize “eufear” to unleash productivity through authenticity and vulnerability.					
Encourage Job Purposing	We live the “job purposing” mantra to find ways to add in purpose by helping others beyond the required job tasks and recognize and celebrate these efforts by our team members.					
Increase Relational Connection through DEIB	We constantly seek to recognize and understand the natural differences that emerge in a diverse culture by openly discussing them and soliciting ideas from the full population in the organization how to include, recognize, leverage and appreciate those differences.					
Live the ESG+R Standard	We take a stand on ESG+R matters and communicate our position publicly and within the company to be transparent and attract and keep those stakeholders who align with us.					

The Wake the Soul chapter challenged you to reach new heights of leading your company today and stewarding higher consciousness for tomorrow. Take stock of your organization and identify your opportunities for improvement by completing the checklist below. Indicate your rating of each practice in your organization as follows:

1 – Never, 2 – Rarely, 3 – Sometimes, 4 – Most of the Time, 5 – Always

Elevated Practice	Description	1	2	3	4	5
Be a Leader Worth Following	You have adopted the mantra of ongoing improvement and are actively working to cultivate your own self-awareness and self-development through reading, training, and/or coaching.					
Add Inspiration to Your Leadership	You and your leadership team are active proponents of leading through communicating worth and potential to each team member and inspiring them through the vision you cast.					
Detect Your Company's Purpose	Your company's purpose is fully articulated, understood, and embraced by all team members.					
Help Your Team Members Discover Their Purpose	In service of helping your employees realize their best lives, you have invested in supporting their journey to discover their own purpose – and ideally, helped them align it with and through that of your company's purpose.					
Embed Your Company Purpose into Operations	You have thoroughly embedded your company purpose through all operations such that it is your soul, informing your interactions and communications with all stakeholders and serving to orient choices and decisions across the whole enterprise.					
Elevate the Beauty in Your Business	You have embedded additional layers of "beauty" in your company by seeking more ways to express your company purpose by more dynamically serving your stakeholders and thereby improving more people's lives.					
Accept the Summons and Reach for Your Higher Potential	You are actively seeking enlightened ways of living and doing business by studying conscious leadership practices and stewarding eco-awakening and eco-connecting in your company.					

Scoring: Add all your scores. 92-110 – you are stewarding a vibrant culture where people want to work and give best; 77-91 – you're getting there but need improvement; 0-76 – you need serious help.

Contact: Alise Cortez and Associates
 Dr. Alise Cortez | alise@alsecortez.com
 214.597.6463



alsecortez.com/blog



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