

## The Power of Purpose in Organizations. Its Influence on the Meaning of Work

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**Abstract :** The concept of purpose has generated a remarkable interest as a subject of study by the scientific community in recent years. However, most authors have studied it from an organizational point of view. Concepts such as purpose-driven organization and purpose management have been the focal point of numerous research studies, as well as of empirical implementation in some organizations. On the other hand, theories of motivation have been traditionally focused on the purpose of an individual human being. It has been used to refer to personal motivation. This paper aims to study the influence of the organizational purpose on the dimensions of human motivations, involving the meaning that each individual gives to his/her work. It is explored, as well, to what extent the meaning of work mediates greater or lesser work engagement and job satisfaction. The results show that the person's alignment with the organizational purpose increases the work engagement and job satisfaction and it is connected with the meaning of the work as a career and a calling. This research adds to the knowledge of the beneficial effects of the organizational purpose and its influence on the individuals.

**Keywords :** organizational purpose, purpose management, purpose-driven organization, meaningful work, human motivations, work engagement, job satisfaction

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