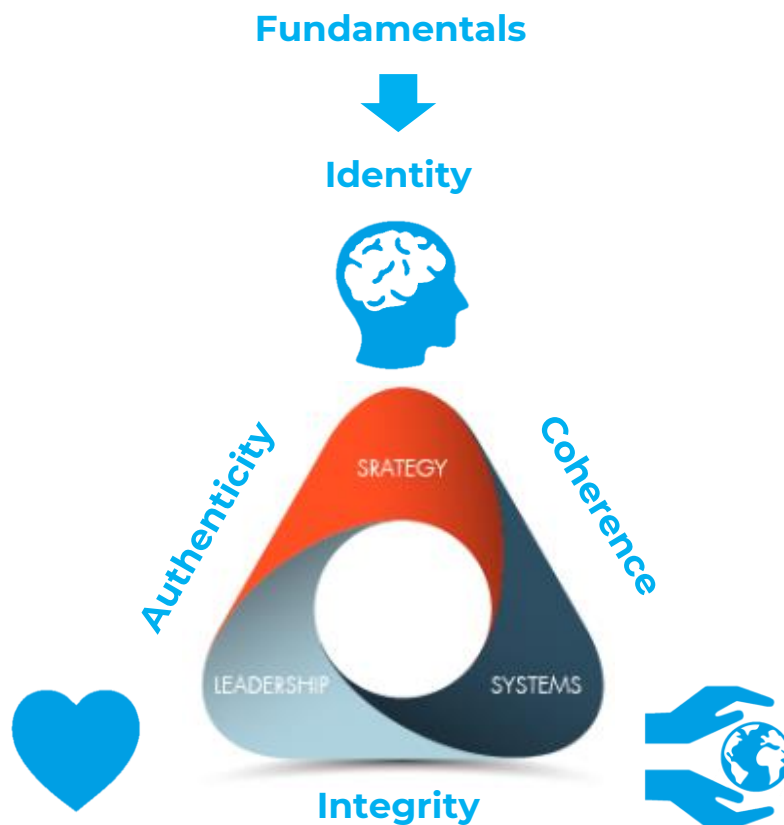


THESAURUS (2024)



Source: adapted from,

- 3D model of Purpose. Rey, C., & Bastons, M. (2019). [Three dimensions of purpose: Knowledge, motivation, and action](#). In *Purpose-driven Organizations* (pp. 29-41). Palgrave Macmillan, Cham.
- Fit between the three dimensions of purpose. Rey, C., Almandoz, J., & Montaner, A. (2019). [Nurturing Personal Purpose at Work](#). In *Purpose-driven Organizations* (pp. 97-106). Palgrave Macmillan, Cham.

Thesaurus (2024) consists of 42 indicators related to the experience of purpose and the practices that drive its development. Developed from focus groups with executives, managers and employees of companies with high levels of living the purpose. Revised with the collaboration of academic experts and consultants. New indicators and lessons learned are added periodically.

PURPOSE EXPERIENCE (3D INDEX)	Source
1. Management's behavior is consistent with the company's purpose/mission	Adapted from Marimon, F., Mas-Machuca, M., & Rey, C. (2016). Assessing the internalization of the mission. <i>Industrial Management & Data Systems</i> .
2. The purpose/mission of my company is aligned with my personal values	
3. My colleagues' behavior is consistent with the company's purpose/mission	
FUNDAMENTALS	Source
4. The company encourages trust between people .	Adapted from Thesaurus 2022. DPMC Foundation
5. The company encourages the integral development of the individual (personal and professional)	
6. The company encourages the development of a positive attitude	
7. The company encourages personal knowledge of oneself (self-knowledge)	
8. The company encourages the search for the meaning at work	
9. The company encourages a spirit of service at all levels of the organization	
10. The company encourages freedom	
IDENTITY / STRATEGY	Source
11. The company has a clearly communicated purpose/mission to all employees.	Adapted from Thesaurus 2022. DPMC Foundation
12. The company has corporate values that are clearly communicated to all employees.	
13. The company has a vision for the future clearly communicated to all employees.	
14. Decisions made in the company are consistent with the company's purpose/mission.	Marimon, F., Mas-Machuca, M., & Rey, C. (2016)
15. The strategic planning is aligned with the purpose/mission of the company in an explicit way	Adapted from Thesaurus 2022. DPMC Foundation
16. The business model is aligned with the purpose/mission of the company in an explicit way	
17. The brand / advertising strategy is aligned with the purpose and mission / missions of the company in an explicit way	
18. The CSR / Sustainability strategy is aligned with the purpose/mission of the company in an explicit way	
19. The innovation processes are aimed at carrying out the company's purpose/mission in an explicit way	
20. The organizational structure is aligned with the purpose/mission of the company in an explicit way	

AUTHENTICITY / LEADERSHIP	Fuente
21. The company promotes activities to further the development of the personal purpose/mission at work.	Thesaurus 2022. DPMC Foundation
22. The company promotes activities to foster the connection between the personal purpose/mission and the company's purpose/mission.	
23. People show interest and support each other in the development of the personal purpose/mission, based on the recognition and respect for freedom.	
24. The company promotes activities to promote the connection of the teams with the purpose/mission of the company.	
25. The company promotes the development of team purposes/missions to drive the team's connection to the company's purpose/mission	
26. Team meetings are experienced with a high sense of purpose, explicitly relating the topics being discussed to the company's purpose/mission	
27. I participate in working groups where we actively drive the development of the purpose/mission.	Marimon, F., Mas-Machuca, M., & Rey, C. (2016)

COHERENCE / SYSTEMS	Source
28. Job descriptions explicitly reflect individual contribution to company purpose/mission	Thesaurus 2022. DPMC Foundation
29. The management indicators are explicitly aligned with the purpose/mission of the company	
30. Team and individual objectives are related to the purpose/mission of the company in an explicit way	
31. The performance evaluation is aligned with the purpose/mission of the company in an explicit way	
32. The development of competencies is aligned with the purpose/mission of the company in an explicit way	
33. The projects that are promoted in the company are related with the purpose/mission of the company in an explicit way	
34. Incentives are aligned with the purpose/mission of the company in an explicit way	
35. The onboarding and offboarding processes are aligned with the company's purpose/mission in an explicit way	
36. The purpose/mission of the company are taken into account in the selection processes in an explicit way	
37. In internal promotion processes, the purpose/mission of the company are taken into account explicitly way	
38. In the career plans , the purpose/mission of the company are taken into account in an explicit way	

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INTEGRITY / COMMUNICATION	Source
1. I can explain my company's purpose/mission in my own words	Marimon, F., Mas-Machuca, M., & Rey, C. (2016)
2. In common dialogue , purpose/mission are used as references in communications	Thesaurus 2022. DPMC Foundation
3. Efforts are made to communicate with transparency , explaining the reason for decisions based on the purpose/mission	
4. Employees receive formal recognition for their contribution to the purpose/mission of the company	