results or monetization updates, but rather focus on specific examples of how the work we do directly impacts patient lives.

We are taking the opportunity to qualify for the workforce that the work we're doing is truly changing lives and that while health care is an obvious place to hone our purpose, there is further opportunity that extends to other industries as well.

It's amazing to see the change in employee comradery, community and work ethic since the inception of these review meetings. Delivering purpose goes a long way to cultivating employee fulfillment.

**OK, let's jump to the main part of our interview. According to this study cited in Forbes, more than half of the U.S. workforce is unhappy. Why do you think that number is so high?**

Most progressive companies in today's marketing place do an exceptional job portraying a positive culture, and yet, despite all the time and energy focused on these employee-centric environments, one-half of the U.S. workforce still tests positive for unhappiness. I believe that's because there is a disconnect between what company "culture" means to leadership and what it means to associates. More often than not, company leaders strategically align their cultures with increasing accomplishment and achievement. Culture becomes a strategy for growth. However, what they should strive to do is align their culture with employee fulfillment.

I've seen some companies work to align their cultures with purpose, understanding that their employees want to feel purposeful in their work. This is a step in the right direction, but the disconnect remains in a lack of fulfillment. If you have a great culture but your