

INTRODUCING PURPOSE-FIT: A KEY FACTOR DRIVING EMPLOYER ATTRACTION

Does purpose influence how working professionals select employers?

To explain how professionals make career choices, labor market researchers often study factors such as compensation, workplace culture and opportunities for growth. Bucky Fairfax, *DBA '21*, suspected the research was missing a key piece of what motivates employees to get up in the morning: purpose.

Fairfax interviewed 23 prospective job seekers to understand what attracts them to certain employers over others. He found that alignment between individual and organizational purpose—what Fairfax calls purpose-fit—was an important factor for how the interviewees approach the labor market.

The interviewees invested in organizational purpose with emotional intensity and noted that purpose-fit was sometimes more important than compensation. They also suggested that seeking purpose in employment is a privilege granted to those with economic stability. Finally, older generations indicated more investment in purpose-fit than younger generations.

The findings identify purpose-fit as a new concept and key factor motivating some employees in their job search. If talent acquisition teams and labor market researchers identify how purpose-fit impacts people in their talent pool, they can ensure that recruitment strategies and employer branding take this into account.

MAJOR TAKEAWAYS:

- Purpose-fit is an important factor in determining how working professionals approach the labor market.
- The tradeoffs that job seekers will make for purpose-fit may be influenced by their generation and economic background.
- Further studies about purpose-fit can help talent acquisition teams target compatible employees.

WHO NEEDS TO KNOW:

- Company Branders
- Talent Acquisition teams
- Job Seekers

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- Beneath the surface is purpose: A mixed method exploration of Purpose-Fit as a driver of employer attraction. (2021) [Access Available Through ScholarShare](#)