



The *Meaning Inc.* Challenge

Crossing the threshold of a new decade, the desire to stretch our necks and see beyond the horizon is a strong one. What's the shape of economic recovery? After X and Y, which generation comes next? Heroic, charismatic, authentic, transformational our leaders have taken many forms but they'll need to morph again to meet the challenges of the next ten years. And what about our organizations? Flat, matrixed, global and virtual – been there, done that.

At YSC, while we understand business and know what great leadership looks like, we can't predict the future. We can, however, continue to learn and explore why certain companies are amazing places to work, what turns people on and off and how to create a truly *Meaning Inc. organization*.

In 2007 we wrote the best selling book, *Meaning Inc.* Our book brings to life the levers that drive performance in 21st century organizations. We move beyond traditional approaches to employee engagement and explain how companies instill a sense of invigorating purpose in their people, have real world connections, unleash potential and create a deep sense of meaning and loyalty amongst their employees, customers, clients, suppliers and partners.

In preparation for the second edition, we are looking for the best *Meaning Inc.* companies in America. While the first edition laid out the blueprint for creating meaning, our second edition will outline meaning in action, featuring organizations like yours that do this really well.

We'd love to hear how you have created a *Meaning Inc.* company. If you would like to share this with us please let us know at meaninginc@ysc.com and one of our *Meaning Inc.* consultants will get back to you. Alternatively, contact your local office for more details.

After meeting with you to hear your *Meaning Inc.* story we could also:

- **Run a complementary *Meaning Inc.* survey for you.**
- **Analyze the results.**
- **Feedback the findings, including your company's spike strengths, its stretches and where you benchmark against our global standard.**

We are one of the world's leading business psychology firms. Everyday we help businesses of all sizes get the most out of their people through individual and team assessment and development, executive coaching and organizational consulting.

Contact us...

- **New York Tel: +1 212 661 9888**
- **Chicago Tel: +1 312 212 4485**
- **Houston Tel: +1 832 431 3050**
- **San Francisco Tel: +1 415 293 8175**