



# Bringing Meaning into Monday™

*A Sustainable Approach to Bottom Line Success*

*“This time, like all times, is a very good one,  
if we know what to do with it.”*

- Ralph Waldo Emerson

Today, many people are physically, emotionally and mentally exhausted. As a result, they are unhappy and unfulfilled, which negatively affects their health, attitude, relationships, families, and sense of community. Suffice to say, **the pace of life is speeding up and many people are struggling to keep up.**

**Outwardly, the signs are pretty clear.** Health studies repeatedly report increases in such things as obesity, depression, suicides, addictions and the fact that stress accounts for 60-90% of doctor's visits. Additional studies reflect similar trends in terms of violence, abuse, workforce discontent and people living in poverty.

The above problems are visible and therefore billions of tax dollars are being spent attempting to reverse these trends only to discover that the problems continue to reappear and/or reproduce.

In order to improve our odds of success, we may also need to look inward. Many people have lost touch with the essence of life: their intrinsic need for compassion, meaning and hope. **In addition to pleasure, people require purpose; an inner-realization that their life has meaning** – a connection to something bigger than themselves. While this is an elusive quest, where better to develop or reinforce a greater sense of meaning than where many people spend the majority of their time – at work.

This is easier said than done. Many well-intentioned, well-designed workplace initiatives have not proven sustainable. This is often due to the failure to show a clear and measurable bottom-line connection, which is necessary to secure the interests of today's leaders.

**Having good, hard-working people does not guarantee a strong or meaningful workplace; ensuring good people are focused on the right things, things that produce value for others, does.**

The American Dream is shifting from ‘having a job’ to having a job that means something. People want to earn a

good living while doing work that has value – whether this means contributing to a company, country, cause or community. Leaders are responsible to create a work environment that facilitates this – an environment that fosters a greater sense of meaning.

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*“Companies must enable their employees to pitch and run with new ideas ... In short, make meaning for their employees and allow them the chance to align their personal values with what they do on the job everyday.”*

- Stuart L. Hart, Author  
*Capitalism at the Crossroads*

**Bringing Meaning into Monday™ is a proven process that helps leaders improve performance** by fostering a vibrant and meaningful work environment that emphasizes the essence of work – delivering value to others.

We believe that people require energy, hope and sense of purpose; in particular at work, where many people spend the majority of their time. We believe that the best leaders create a work environment that

facilitates this – improving performance and growth by tapping the limitless potential of their people.

**Bringing Meaning into Monday equips leaders with a voice and a time-driven, results-oriented process that is applied to existing priorities and teams** – ensuring that good people are working on the right things...things that produce value. **We help leaders get started**, building momentum organically as concepts become seeded within organizations.

This process can be applied within specific organizations and more broadly, in a community-based manner. In this way, it can be delivered more cost-effectively, simultaneously assisting multiple organizations, teams and community-driven initiatives.

To learn more about *Bringing Meaning into Monday*, you can contact us and/or find additional information at [www.gtpassociates.com](http://www.gtpassociates.com).