


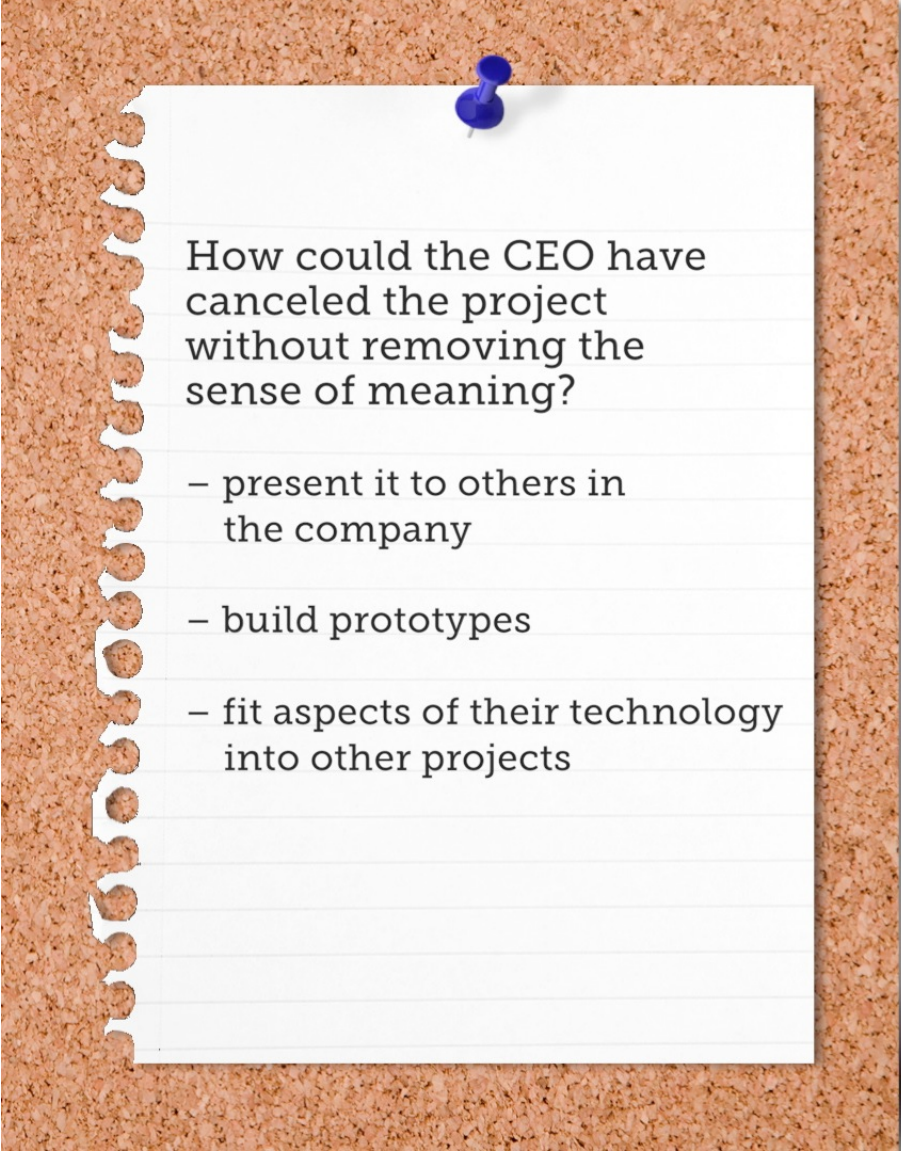
Part 2: Meaning

A close-up photograph of a young man with dark hair and light blue eyes, wearing a light blue button-down shirt. He is looking down and to the left, with his right hand resting on his forehead in a gesture of stress, frustration, or disappointment. The background is blurred, showing other people in a professional setting.

The cancellation of a "revolutionary" project, after two years of diligent work, was an incredible demotivator.



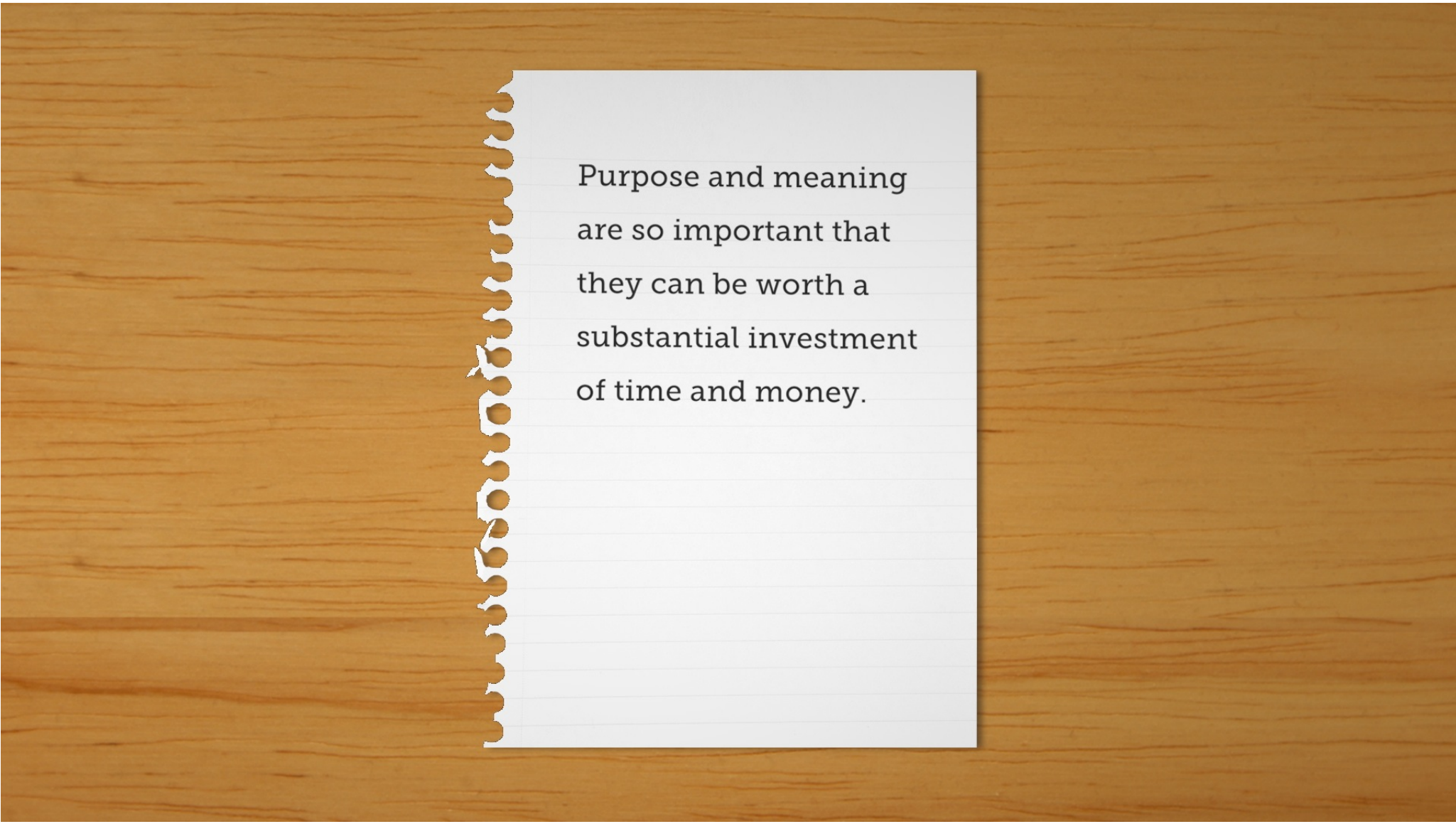
The company's CEO did not acknowledge the importance of meaning in his employees' work.



How could the CEO have canceled the project without removing the sense of meaning?

- present it to others in the company
- build prototypes
- fit aspects of their technology into other projects





Purpose and meaning
are so important that
they can be worth a
substantial investment
of time and money.