

Flash Profile: SERVICE & PURPOSE

Your Signature:

"The Weaver of Meaning - You connect daily actions to a societal impact" Your professional quest is not guided by status or salary, but by a fundamental question: "What is my work for?".

You are driven by the need to contribute to a cause greater than yourself, to improve the world on your own scale, and to give deeper meaning to your career.

Your Superpowers

❤️ **Strategic Empathy:** You have an ability to deeply understand the needs of others (clients, users, society) and to use this understanding to guide the company's strategy.

🌐 **Creating Collective Meaning:** You know how to tell the story of the company's impact, reminding everyone why their work is important and thus contributing to motivation and cohesion.

⚖️ **Ethical Resilience:** In the face of dilemmas, you are a reliable moral compass. Your commitment to your values gives you the strength to defend just decisions, even if they are difficult.

Your Blind Spots to Watch

🕯️ **Compassion Burnout:** Your strong empathy can lead you to absorb the stress and suffering of others, leading to emotional and psychological exhaustion.

😬 **Operational Naivety:** Your focus on the "good cause" can sometimes make you underestimate economic and operational constraints, threatening the viability of your projects.

🧐 **Moral Judgment:** You may have a tendency to unconsciously judge those who are motivated by different anchors (salary, power), which can create relational tensions.

Your Preferred Environment You thrive where impact is a key measure of success:

- **Purpose-driven companies** (certified B-Corps, for example).
- The non-profit sector:

NGOs, associations, and cooperatives.

- Functions dedicated to impact:

CSR (Corporate Social Responsibility), patronage, ethics.

The Key to Your Interactions

Internally: Your role is to celebrate everyone's micro-contributions to the overall mission, so that no one forgets the impact of their work.

Externally: Your strength is to co-construct solutions directly with the beneficiaries of your actions, thus ensuring the relevance and adoption of your projects.

Your Performance Levers The "Impact/Effort" Matrix: Prioritize your actions by ranking them according to their potential impact on your mission and the effort required. Focus on high-impact actions, even if they are difficult.

Quarterly Impact Reviews: Don't just "feel" useful. Organize reviews that measure your impact with quantitative indicators and qualitative testimonials.

Your Coach's Key Advice "Map your impact ecosystem: identify 3 concrete indicators measuring your societal contribution. This data protects your mission from dilution and makes your value tangible."