



Good Book: A New Purpose by Ken Dychtwald

By [Elizabeth Cogswell Baskin](#)

November 9, 2011

Although this book focuses on a meaningful retirement, it also serves to underline how important corporate sustainability programs can be to employees. Especially when corporations involve individual employees in the collective company efforts, it helps people feel a part of something larger. Employees want meaningful work, and part of that is working for a company they feel is making the world a better place.

In a study of Boomer employees, [Dychtwald](#) found that 75 percent would like to work in retirement. The main reason? Not for the money so much as for the “mental stimulation” and the “feeling of making a contribution.”

Turns out that sense of contributing is a key element in happiness, according to the latest research in that field. Dychtwald cites the research of [Martin Selig](#), a research psychologist and the author of “[Authentic Happiness](#).” Selig outlines three components to happiness: pleasure, involvement and meaning.

Work may or may not bring people pleasure, but both involvement and meaning can be addressed with corporate sustainability. Being involved in the company’s volunteer efforts for the environment, social programs and other aspects of corporate citizenship offers employees both the opportunity to be involved (participating, sharing their skills and talents, building relationships with colleagues) and to find meaning (knowing they are contributing to a greater good).

This supports Tribe’s position that a corporate sustainability report offers a stepping stone to increased employee engagement. Companies that get that concept involve employees not just as one of the key audiences for that report, but as key participants in the company’s efforts to lessen its negative impact on the world and to increase its positive contribution. Any company’s legacy in sustainability depends not just on corporate policy, but also on the daily actions and business decisions of many individual employees over the course of time. In a real sense, it’s an opportunity for the employees of a company to write the book on sustainability.

Ken Dychtwald is one of the world’s key thought leaders on a more positive image of aging. He’s a respected psychologist, gerontologist and public speaker and the bestselling author of 15 books, including “A New Purpose.” This article can be found at <http://www.goodcompanyblog.com/2011/11/09/good-book-a-new-purpose-by-ken-dychtwald/>.