



Rethinking

BELONGING

Why it matters

For the first time in my life, I saw the truth ... that Love, Meaning and Connection are the ultimate and highest goal to which man can aspire

Viktor Frankl

A mountain of research spanning almost 200 years across multiple cultures and contexts tells us that the single biggest predictor of our health, happiness and longevity is our sense of connectedness to one another.

Periods of change present a challenge to our sense of belonging, because they can impact on how valued we feel, and our relationships with other people.

It is important for leaders to inculcate a sense of belonging in their people in order to support their wellbeing and enable them to perform at their best and deliver value for the business during periods of change.

Three Areas

There are broadly three areas leaders can focus on to support belonging:

- Environment
- Connection
- Identity

Things to Try and Questions to Ponder

- What rituals and patterns can you build into your temporal environment to help tether people as we work in this more remote and chaotic way?
- When you have a team physically together, how can you rig the physical environment to support belonging? Where do people gather? What can they see, hear, smell, taste, touch?
- Who are you inviting to speak in meetings? How are you ensuring all voices are heard?
- What assumptions are you holding that you could challenge?
- Where could you listen more closely?
- How can you give your team the gift of your attention?
- Can you buy cakes or gifts? Bonus points if you do something seasonal to support rituals in the temporal environment...
- Say a meaningful thank you to three people every day.
- Whose story don't you know? Ask them to tell you it.
- What's your team's story? Practice telling it.
- How are you marking progress?
- How are you celebrating success?