



# What makes work...

## ...MEANINGFUL FOR YOU?

Someone asked me the other day what makes my work meaningful.

My immediate answer. People.

I know, I know. That's exactly what you'd expect someone in HR to say [Rolling eye emoji].

So just to explain.

For me, people = human connections.

And as much as everyone is talking about AI, I can't imagine a workplace without people.

We are all different. And that's brilliantly unique.

Working with companies that bring out the best in each individual member of their team, watching them build genuine human connections with each other and their customers or clients, and seeing how that helps those companies grow and thrive...

...that's what makes my work meaningful.

What about you?