

How The J.M. Smucker Co. repurposed 1,300 employee hours for performance, engagement, and commitment



THE J.M. SMUCKER CO.

- Founded in 1897
- Portfolio of brands found in more than 80% of US homes
- Smucker's™, Jif™, Smucker's™ Uncrustables™, Folgers™ Café Bustelo™
- 7,000 employees worldwide
- \$8 Billion FY '22 net sales



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The Challenge

The J.M. Smucker Co. is one of the world's most recognized companies with a vast portfolio of consumer products that are household names. With over 7,000 employees, the company prides itself on consistently and intentionally supporting its teams.

They approached PurposeFused to understand how they could use individual purpose to improve their employees' wellbeing, engagement, and productivity.

The Solution

PurposeFused's signature Live and Lead with Purpose program is designed to unlock people's potential and achieve meaningful purpose-driven advancements across the organization, which has grown to support over 250 employees.

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Feedback that we were getting from that early group was unlike feedback we had received on any training or coaching. It was full of gratitude, people talking about it being life-changing, people thanking a company for investing in them so holistically, people talking about how it was going to make them infinitely more effective at work.

Geoff Tanner

Chief Commercial and Marketing Officer, J.M. Smucker
Live and Lead with Purpose Program Sponsor

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It is a new way to think about leadership, development, retention, and I think it can be at, in some respects, a new way to think about the role of the company in society.

Geoff Tanner
Chief Commercial and Marketing Officer
J.M. Smucker

The Results

The 250 employees who completed LLWP have reported noticeable improvements across their work and lives. 88% of respondents strongly agreed that LLWP had 'challenged them to think differently' and 'revealed meaningful insights'.

The most impactful takeaways from the program included:

- 85% strongly agree that they now understand 'how to focus their energy for best impact', and 88% are 'committed to their actions for change'.
- 85% 'see how their purpose can contribute to business objectives', and 87% 'have a better understanding of the contribution they can make to a team and organization'.
- 88% have a 'greater understanding of the different ways people contribute' and 'better understand their strengths to engage with and influence others'.

Ultimately, the 250 participants made changes resulting in 1,300 hours each week that are being repurposed at work and in their lives to activities that represent their best possible contribution. That time and energy optimization results in positive outcomes for employees, their teams, Smucker, and the world around them.

Key Achievements and Improvements



Time & Energy Optimization

Opportunity to step back and review their life and work holistically enabled participants to reallocate energy and time to their highest value contributions.



Clarity

Proven process to discover, articulate, evaluate, and embed purposeful, best self contributions in daily and long-term ambitions to improve performance, motivation, and satisfaction.



Authentic Connection

Safe context in which to practice and model openness, vulnerability, and mutual support across team and department lines, building trust and collaboration.



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Outcomes

Live and Lead with Purpose is a highly impactful and cost-effective way to increase employees' commitment to your organization, as well as tangibly improving their performance. As a result of guided reflection, analysis, and purposeful connections, participants spend more time and energy contributing at their best. That is good for their own wellbeing and performance, as well as your organization's.

Learn more at PurposeFused.com.