

Employee engagement: Kaspars Kauliņš discusses Life Purpose at the Reputation War Conference

Riga, Latvia – [Pedersen & Partners](#) Principal [Kaspars Kauliņš](#) recently participated in the Reputation War Conference, where he shared his experiences of the need to identify purpose in all aspects of one's life. This purpose-finding process can in turn become the key to employee engagement.



The symposium gathered leading international speakers from Europe and over 250 professionals in the field of reputation management – business leaders, in-house marketing and communications professionals, consultants, analysts, journalists, bloggers, influencers and policy makers – to discuss the challenge of reputation-building and assess the importance of reputation management in the digital age. The participants analysed the latest challenges of reputation management between the countries and territories, business corporations, brands, leaders and individuals.

As one of the guest speakers in the "Leadership" session, Mr. Kauliņš highlighted the importance of identifying purpose in growing and developing organisations and businesses. "Purpose and meaning in life have always been important to people," Mr. Kauliņš commented. "Recently, purpose has become a buzzword in business thinking, and for good reason. It is one of the key drivers of employee engagement. The traditional mission and vision statements are now being replaced by purpose statements."

Mr. Kauliņš went on to explain that employee engagement drives creativity, productivity and satisfaction, thus improving the bottom line and the profitability of businesses: "In order to win the corporate reputation war, organisations have to change their employee value propositions and demonstrate how a person who works for that entity will be able to make a positive impact on the job, on the products and services he or she delivers to the customers. The leaders of an organisation are in a privileged position where they can influence all three layers of purpose within an organisation: creating a positive impact, connecting with other people by fostering meaningful relationships, and achieving continued personal growth."



[Kaspars Kauliņš](#) is a Principal at Pedersen & Partners. Mr. Kauliņš brings over 20 years of solid expertise in executive search, organisational development, HR and strategic business consulting. Throughout his career, Mr. Kauliņš has held various senior positions within the Consumer Products (FMCG), Financial Services, Professional Advisory, and the IT & Telecommunications industries such as the Managing Director for the Estonian Business Centre in Riga, and the Managing Director & Chairman of the Supervisory Board with a regional executive search firm.