



## Check-In

**The Search for Meaning and Purpose in Business**

**Jochanan Eynikel**

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- A book that addresses important questions for the future of corporations. Can a company be a source of meaning? How can we transform lousy jobs into fulfilling jobs? Is it worthwhile for a company to invest in personal purpose?

All of us – employers, employees and consumers – yearn for purpose in our lives and our work. The key question this book addresses is how companies can support and promote purposefulness in the workplace. With methodical precision, the author explores a new vision for purposeful work, which hinges on a check-in of the what, the who, and the why of organisations. Based on extensive research, this book offers a number of building blocks that can help companies to maximize their purposeful capital.

*"This book provides a clear and robust vision of purposeful work, which I support 200%. Good job!"* Wouter Torfs CEO Torfs Shoes, 10 times Best Employer in Belgium and Best Employer in Europe 2019.

*"A philosophical perspective on purpose in work and organisations. Thorough and well substantiated."* Hans Bourlon CEO Studio 100.

*"Check-In shows how purpose can also be personal."* Hilde van de Velde Chief Purpose Officer, Deloitte Belgium

**Jochanan Eynikel** is a business philosopher and member of the ETION think tank, the forum for engaged entrepreneurship. He works as a researcher, writer and speaker on themes that explore the interaction between ethics, the economy and purpose. He previously wrote *Robot aan het stuur* (Robot in control), which was short-listed for the 2018 Management Book of the Year.