

Defining Purpose

Every team, group and organisation needs clarity about its purpose. This chart explores questions that are helpful in uncovering purpose. Use this to start a quality purpose defining conversation within a team at any level in an organisation, or within an association or community group.

Why we exist



Questions to explore

- Why do we exist?
- What gives meaning to our work – beyond money?
- happens because we are here? If we were not, what would not happen?
- What makes us different?

Why they are important

- Companies with defined purpose outperform others
- People with a sense of meaning are happier at work
- Purpose underpins employee engagement which drives performance

What we do for others



- Who do we serve?
- What do we provide them (that others do not)?
- What do we enable them to do or be?

- People are motivated by helping others
- Performance goes up if people have contact with the beneficiaries of their work

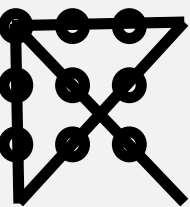
What we value



- What do we stand for?
- What drives us to be the best?
- What stories illustrate our best in action?
- When we are at our best, what is happening?
- What impact does this have on others?

- Brands with purpose generate higher returns
- Focusing on high points and successes is more motivating and energizing than focusing on problems and barriers
- Organisations move towards what they talk about

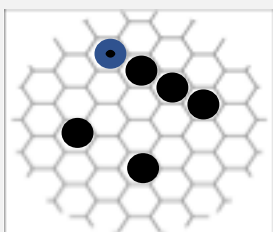
Stretch thinking



- If we were a colour/animal/car/film/book etc. what one would we be, and why?
- What made us join?
- What do we share with each other that is different from other organisations?

- Thinking laterally generates further insights and aspirations
- First impressions remind us of how others see the organisation
- Differentiators are areas to celebrate and communicate

Identify patterns and themes



- What themes and ideas recur?
- What resonates and why?
- What feels most authentic?
- What statements summarise our intention?
- Which statements most appeal to most people and will last longest?

- Common themes point to areas and activities that capture core purpose
- Simple statements create common goals and appeal across different audiences