



PURPOSE WORKSHOP AGENDA

ONE DAY WORKSHOP

Use the Purpose Statement White Paper and Worksheets to conduct the workshop.

Agenda

- 8:30 – 8:40 Introduction/Why we are doing this
- 8:40 – 9:00 What is a Purpose Statement – definition
- 9:00 – 9:30 Examples of good and bad Purpose Statements
- 9:30-10:00 Organisation Vision
- 10:00-10:30 Organisation Values
- 10:30-11:00 Morning Tea
- 11:00-11:30 Organisation Mission
- 11:30-12:30 Play Simon Sinek video on writing Purpose Statements
- 12:30- 1:30 Lunch
- 1:30 - 2:30 5 Why's exercise
- 2:30 – 3:00 Pairs present Purpose Statements for feed back
- 3:00 – 3:30 Afternoon Tea
- 3:30 - 4:00 Revise Purpose Statement and conduct Purpose Statement Test
- 4:00 – 4:30 Finalise Purpose Statement

PURPOSE WORKSHOP WORKSHEETS

ORGANISATION VISION



Organisation Vision describes where your organisation wants to go. Vision provides context for the Purpose.

Example Vision for BBC

“To be the most creative organisation in the world.”

Record existing organisation Vision:

PURPOSE WORKSHOP WORKSHEETS

ORGANISATION VALUES



Organisation Values are a representation of the organisations's culture and they provide a backdrop for the development of a Purpose Statement. Values also give clues as to the tone and manner of the Purpose Statement.

Example Values for BBC:

Trust is the foundation of the BBC: we are independent, impartial and honest

Audiences are at the heart of everything we do

We take pride in delivering quality and value for money

Creativity is the lifeblood of our organization

We respect each other and respect our diversity so that everyone can give their best

We are one BBC: great things happen when we work together

List existing Organisation Values:

PURPOSE WORKSHOP WORKSHEETS

ORGANISATION MISSION



It is not uncommon for people to get Vision and Mission mixed up.

Quite simply Vision is about WHERE you are going. It is about the future of the company and why you get up every day and go to work. Mission is about HOW you get there.

A good Mission Statement is a unifying focal point for activity. The mission provides a clear, tangible goal or end point. A Mission is all about doing. The Mission Statement is similar to a vow. In some instances, companies produce a bold mission. A bold mission is called a Big Hairy Audacious Goal (BHAG).

Example Missions:

Proctor and Gamble: To provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.

Samsung: Dedicated to making a better world for our customers through diverse businesses that today span advanced technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels and more.

PURPOSE WORKSHOP WORKSHEETS

THE 5 WHY'S



Divide the group into pairs. Have each pair sit in a chair facing each other.

One person asks the other these question. Record the answers.

“What do you do at (organisation name)?”

Person answers.

“Why is that important?”

Person answers

“Why is that important?”

Person answers

“Why is that important?”

Person answers

“Why is that important?”

Person answers

“Why is that important?”

Person answers

The point of the exercise is to continue asking why so that the person ladders up their answers leading to the core reason they work at the organisation.

The pair then swap roles and record the answers to the 5 why questions.

Use these answers to develop one or more purpose statements for presentation to the group as a whole.

PURPOSE WORKSHOP WORKSHEETS

PURPOSE



Taking in consideration all the previous worksheets, write an inspirational Purpose Statement.

Ensure that your statement describes why you do what you do.

Example Purpose Statement for Disney.

“Using our imagination to bring happiness to millions.”

Write your Purpose Statement:

PURPOSE 10 POINT TEST



This Purpose Statement Test asks you questions that will ensure that your Mission is clear, motivating and actionable.

1. Does the Purpose Statement say why you do what you do?
2. Is the Purpose Statement inspirational and motivational?
3. Does the Purpose statement use powerful words?
4. Is the Purpose Statement short enough for people to remember it?
(if the answer is not yes then shorten the statement accordingly; maybe to the length of a tweet.)
5. Is the Purpose Statement broad enough to still apply to a changing future for the organisation?
6. Will the Purpose Statement drive the leadership of the organisation at all levels?
7. Is the Purpose Statement in tune with the Vision, Mission and Values of the organisation?
8. Do you believe the organisation can implement the Purpose Statement?
9. In the future will you be able to tell if you are achieving the Purpose?
10. Do you like the Purpose Statement?