

Leader Toolkit

Setting team purpose

We are **CUSTOMER OBSESSED** and **COLLABORATIVE** leaders, **DEDICATED TO QUALITY**.

We create an exceptional experience and work together as we focus on what matters and deliver results.

Why use this tool

High –performing teams spend time and effort thinking about and agreeing on a purpose that belongs to them both as a group and individually.

Members of a team should agree:

- what the team is expected to achieve
- how progress is to be measured
- what opportunities or problems they might need to need to tackle

It's important to frame the team purpose in a meaningful way so that the results the team commits to are challenging and clear, and are goals that the members value and recognise as important.

When to use this tool

When your team is meeting to consider and agree their team purpose.

How to use this tool

1. Spend some time yourself **preparing your thoughts about the team purpose** before the meeting, using the table provided.
2. Invite team members to **prepare their thoughts about the team purpose** prior to the meeting **using** the table provided
3. At the meeting, **record the ideas that team members** bring to the meeting
 - to compare and evaluate the relevance and value of ideas submitted and to add insights that come from the discussion
 - to note comments i.e. alternatives, qualifications and explanations that emerge during discussion
 - to draw suggestions together and define your team purpose

Tips

- Draw the Agree your team purpose table up on a white board, OR project the matrix on a screen so that **ideas can be documented and evaluated in real time**.
- The **more team members are involved** in agreeing why they exist as a team and the results they want to achieve, **the more committed** they are likely to be to achieving those outcomes.

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Build your team purpose table

What we do	Whom we do it for	How we do it	Notes
Record what team members ACTUALLY BELIEVE APPLY to your team, NOT what everyone THINKS SHOULD APPLY.			For example, short to long-term relevance
Bring together the suggestions that everyone has made and define YOUR TEAM PURPOSE			