

# A 5-STEP GUIDE TO DEFINE YOUR TEAM'S PURPOSE

THE  
INTIME  
COLLECTIVE

TEAMFLIX



“

LET OUR PURPOSE GUIDE US,

LET OUR UNITY BE OUR STRENGTH,

AND TOGETHER, WE WILL DEFY THE ODDS

AND FORGE A PATH TO TRIUMPH.

”

We've all been inspired by epic tales like "Game of Thrones," where **purpose acts as the guiding force for individuals and teams.**

As Jon Snow wisely said:

Your team's purpose forms the foundation of its culture, and it plays a vital role in driving your collective success. Let's embark on a journey to define your team's purpose, using lessons from the World of Westeros.



STEP 1.

## BRING YOUR TEAM TOGETHER

### Gather your team members.

Explain **why you're doing this**- it's as simple as getting on the **same page** to make sure you're all rowing in the **same direction**

Allocate 45 minutes for this activity. **Don't worry about perfection.** 80% done is good enough.

STEP 2.

## BREAK INTO GROUPS

### Divide the team into groups of 2-3 members.

Each group will work together to **create a purpose statement.**

This works in-person, virtually or hybrid.

STEP 3.

## GUIDING QUESTIONS

Use the following questions to guide your group's thinking:

**What does your team do or deliver?**

**Who do you do it for?**

**Why do you do it?**

STEP 4.

## PITCH YOUR PURPOSE STATEMENT

Each group will **pitch their purpose statement** back to the entire team.

**Encourage open discussions.**

STEP 5.

## CREATE A COHESIVE PURPOSE STATEMENT

**Merge the best elements from each statement** to form a **purpose** that reflects the **team's aspirations.**

### TIPS:

**Don't waffle:** keep your statement short so it's energising.

Make it **descriptive enough** so it's **practical.**

**Use simple language.**

# USING YOUR

# TEAM PURPOSE.

Your team purpose statement can now guide your many aspects of your team's performance:

## 1 Team goals and measures of success:

Align your goals with your purpose and define how you will measure success.

## 2 Roles and KPIs:

Evaluate roles and Key Performance Indicators (KPIs) to ensure they support the refined purpose.

## 3 Agenda for team meetings:

Conduct team meetings with your purpose in mind, ensuring the right discussions & information sharing.

## 4 Prioritising work:

Review priorities to focus on actions that support your purpose.

## 5 Decision making:

Establish decision-making criteria that align with your purpose & integrate your purpose into the decision-making process.

## 6 Stakeholder engagement:

Communicate your purpose clearly to stakeholders, fostering mutual understanding.

## CASE STUDY:

Let's look at my client L'Trent Driving School's purpose.

After 50 years of operation, they redefined their purpose to be: **"We create safer drivers through the best education."**

This **clear purpose guides their team**, ensuring their **focus** and **actions align** with their **higher calling**.

**By defining your team's purpose and integrating it into your work and practices, you empower your team to work towards a shared vision.**

Just like Jon Snow united the Night's Watch to face the challenges beyond the Wall.

Embrace your purpose. Forge a path to **work better together!**



## NEED A HAND?

If you need help to facilitate your purpose session, I'm here for you.

➤ **Book a consultation online:** [theintimecollective.com](https://theintimecollective.com)

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