



Team Mission

“Love does not consist of gazing at each other, but in looking outward together in the same direction” - Antoine de Saint-Exupéry

What is this?

A way to agree on the team mission, stated by the organization, jointly adjusted and mutually accepted.

The Team Mission is the team’s role in the organization.

When the mission align with personal purposes engagement and power is released.

Tool process overview:

1. Personal ‘purpose statements’ & clustering.
2. Create headlines.
3. Team Mission review.
4. Connect Purpose to Mission.
5. Evaluate and suggest changes.

Outcomes

- A tighter team.
- Shared understanding of team members’ “why’s” and motivators.
- Clarity on Team Mission.
- Connection between the “why’s” and the Team Mission.
- Clarity on areas to anchor with stakeholders.

Preparation

- Prepare by getting input from your most important external stakeholders, invite them to share their view on the team’s Mission in writing, as input to the workshop.

How to...

Step 1 – Personal ‘Purpose’

You get energy from meaning in life.

Write individually on post its for 3 minutes (set a timer):

- a. What is meaningful for you?
- b. What makes you wake up with a smile in the morning?

Cluster

- a. Cluster the notes (speed before precision – it shall be done in 10-ish minutes when you’re good at it...).

TIP: Clustering is most efficiently done collectively. When someone shares a note, and you have a similar: put it to the cluster immediately. Don’t wait for a person to read all her/his notes before you go ...

Write Cluster Headlines

- b. Discuss – what do the clusters say? Regroup (if needed) into meaningful piles of related notes that can be summarized in one title note. But... don’t overdo it! We are wishing for dialogue shaping a mutual understanding, not surgical precision ...
- c. Summarize the essence of each cluster on a headline note.

Step 2 – Team Mission

Share/read out loud the input from your most important stakeholders on why your team exists – your Team Mission.

Does this mission cover what we actually do as a team?

If not: do we need to update OR do we need to stop doing certain things?

Make update suggestions of your Team Mission accordingly.

Plan B: If you are not able to get input from your stakeholders, or don’t have any. Do like this:

Write individually on post its - what do you, as a team, need to do to deliver on your mission? Think also about what is needed and should be done, that may not be there today.

Cluster the notes and write cluster headlines.

Step 3 – Connect Purpose and Mission

We are all motivated by what makes meaning to us. It is now time to connect the purposes to the mission.

Ask yourselves:

- What parts of our purpose clusters (from step 1) are covered in our mission? I.e. How much of what we do is aligned with what is meaningful for us?
- What parts of our purpose clusters are NOT covered in our mission?
- What changes would you want to make in your mission to better reflect your purposes. I.e. How can you shape a more meaningful workday?

Make update suggestions of your Team Mission accordingly.

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Step 4 – Re-contract and update

Now it is time for you to re-contract with relevant stakeholders, to gain mutuality for your new mission.

With whom do you need to anchor your suggested changes to get an agreement, a new “contract” on your mission? Take those dialogues, and come to an agreement.*

*There are times when all our wishes cannot be met. Coming to an agreement is not equal to getting all your wishes accepted. But the chances increase if you give the stakeholders the purpose background of why you have suggested the changes.

Step 5 – Finally, Celebrate

Yes! Celebration is important. Be creative.