



Team Purpose

“Understanding what we help enable in the world has been a game changer for us!”

What is this?

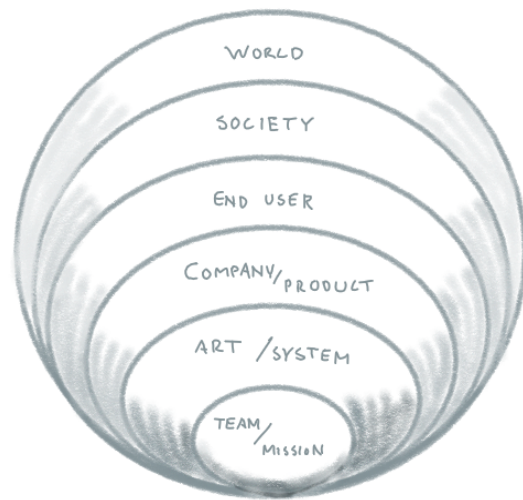
A practice to define a wider Team Purpose, in the sense of value creation at higher system perspectives.

Outcomes

- A clarification of the value created at higher system levels by fulfilling the team purpose.
- A team wider purpose statement.

Primers

- Don't aim for perfection. Good enough is good enough.
- Also stay away from cliché. What resonates in your heart is what you go for.
- Think big.



Set up

- Be clear about the team purpose. Run the Team Purpose tool, if needed.
- Find a space with a large flat working area (e.g. big table or a whiteboard.)
- Bring post-its or notes and pens
- Adopt the figure above to your needs (relevant levels to you) and draw it big enough to put enough post-its in each level.

How to...

Part 1 – Team Mission

This is about revisiting your mission. What is it that your team is set to do?

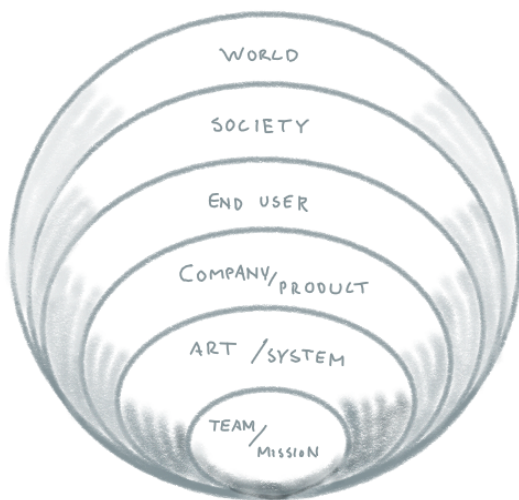
Re-anchor the mission in a short dialogue in the team.

Part 2 - Levels of Value

Now, it is time to explore the value created at a higher level. In the larger system. Until you reach as wide as you can or feel is relevant.

Use the 6 level figure below to navigate the abstraction- / system levels, and adopt it to your needs.

At the innermost level: Team/Mission, you place your Team Mission.



- **SYSTEM**
What value do you, by fulfilling your purpose & mission, provide at System level?
Think individually at first and then share in the team, to ensure that you keep the diverse viewpoints of the team. Use post-its, or write directly on the whiteboard. You may want to limit to a few notes each.
- **SERVICE/PRODUCT**
What possibilities/value does this enable at Company/Product level?
What value does this create/provide?
Individually first, then share.
- **USER**
What possibilities/value does this enable at End User level?
What value does this create/provide?
Individually first, then share.
- **SOCIETY**
What possibilities/value does this enable at Society level?
What value does this create/provide?
Individually first, then share.
- **WORLD**
What possibilities/value does this enable at World level?
What value does this create/provide?
Individually first, then share.

Part 3 - Purpose Statement

Now, look at the main possibilities and values created at user, society and world levels. If you want, derive a statement spanning from team, thru company/product to world level. (It is not always possible to go all the way). Do this in smaller teams, and share your outcomes.

Keep your Team Purpose visible at your team space. The Team Charter is one way to do this.

Tips and Tricks

It is sometimes hard for people to think from a bigger perspective. To help in this aspect, you can prepare with examples from your industry to relate to.

This practice can be done in small pieces at different times, if desired. In such a case, use e.g. a big paper for the figure and post-its, to be able to continue where you left.

Examples

Example from a team developing SW for a solar powered light installation in rural Africa:
We enable farmers to light up their homes more hours a day to reduced cost. Children read more, families get a better health and farmers save money. With better school results, more farm investments and positive societal effects, we provide for a more equal world.

Example from a team enabling vehicle connectivity:
We enable continuous vehicle internet connection, so that navigation- and traffic services can be used. This will optimize routes and increase safety for the vehicle, resulting in a positive climate effect and saved lives in traffic.