The Art of Teamwork Toolkit



Worksheets:

Defining moments

10-20 min

Reflect on what team purpose is and why it matters.

Team purpose statement 10-20 min

Create a statement about what matters most to the team.

What is team purpose?

The shared meaning that keeps teams focused, fulfilled, and aligned toward achieving their objectives.

Team purpose is an aspiration, not a metric.

Team purpose is your team's guiding light—it should be both inspiring and grounding. Keep these points in mind when you're introducing the concept of purpose to your team.

not a corporate mandate.

Writing a purpose is a collective exercise,

More like:

"This is the impact we want to have out in the world."

Less like:

"This is the impact we can have on our KPIs and bottom line."

More like:

"Who are we? Why does this matter? Let's collectively and iteratively think about the impact we want to have as a team."

Less like:

Leader:

"Everyone, here is our new purpose."

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Worksheet

Defining moments

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Reflect on what team purpose is and why it matters.

In the past quarter or year, what moment at work were you most proud of? Why?

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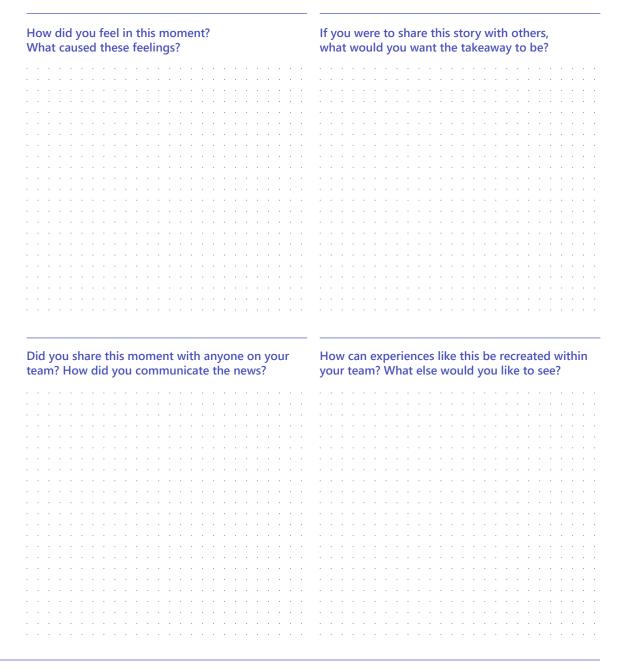


Worksheet

Defining moments

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Now, dig deeper. Why was this your proudest moment?



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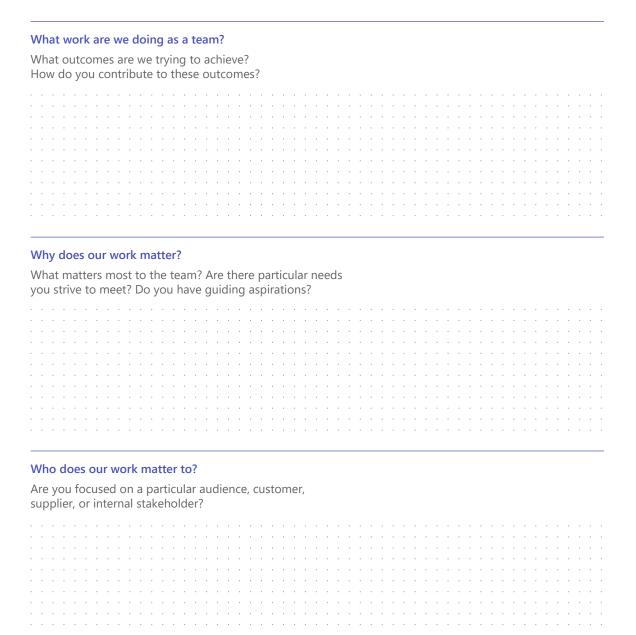
Worksheet

Team purpose statement

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Create a statement about what matters most on the team.

We all come to work to do more than just work. What moments give you the most meaning in your day? There are no wrong answers.



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Team purpose statement

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Now, draft a team purpose statement. What inspires you most about the work you and your team do?

Our team exists to	
	(create this impact)
for	
(intended audience)	

Example

If you're stuck, think about Taho's team at Pike Place Fish Market.

"We exist to bring wonder and delight to every Pike Place visitor."

In this example, the words "delight" and "visitor" are important:

"Delight" is the happiness that motivates Taho and his team, and the word "visitor" is important because he wants to make everyone happy—not only those buying fish.

Tips and tricks

Writing a purpose can be daunting, but here are some tips:

- Mix and match company-specific words with human truths. You didn't see any business jargon in the example purpose statement. There's a reason for that!
- Make the words play. Writing a purpose statement is not an exhaustive exercise, but an expressive one—make sure you are using language that resonates well and can be inspiring to others.
- Write something that your team could proudly put on display. Yes, purpose statements should be playful—but they also need to be commanding enough to help guide your work and decisions.

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