



Team purpose Thought starters

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.

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."

Writing a purpose is a collective exercise, not a corporate mandate.

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."



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?

A large grid of small dots for writing, consisting of 20 columns and 30 rows of dots.



Worksheet

Defining moments

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

How did you feel in this moment?
What caused these feelings?

Grid for writing response to the first question.

If you were to share this story with others,
what would you want the takeaway to be?

Grid for writing response to the second question.

Did you share this moment with anyone on your
team? How did you communicate the news?

Grid for writing response to the third question.

How can experiences like this be recreated within
your team? What else would you like to see?

Grid for writing response to the fourth question.



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.

What work are we doing as a team?

What outcomes are we trying to achieve?
How do you contribute to these outcomes?

Dotted grid for writing answers to the first thought starter.

Why does our work matter?

What matters most to the team? Are there particular needs you strive to meet? Do you have guiding aspirations?

Dotted grid for writing answers to the second thought starter.

Who does our work matter to?

Are you focused on a particular audience, customer, supplier, or internal stakeholder?

Dotted grid for writing answers to the third thought starter.



Worksheet

Team purpose statement

Our team exists to
(create this impact)

.....
for
(intended audience)

..... •

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

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.