





Creating Engagement through Purpose and Values






Our Values are
unconscious drivers of
our behaviour.

By defining them we
can consciously refine
behaviours to achieve
outcomes that are
important to us



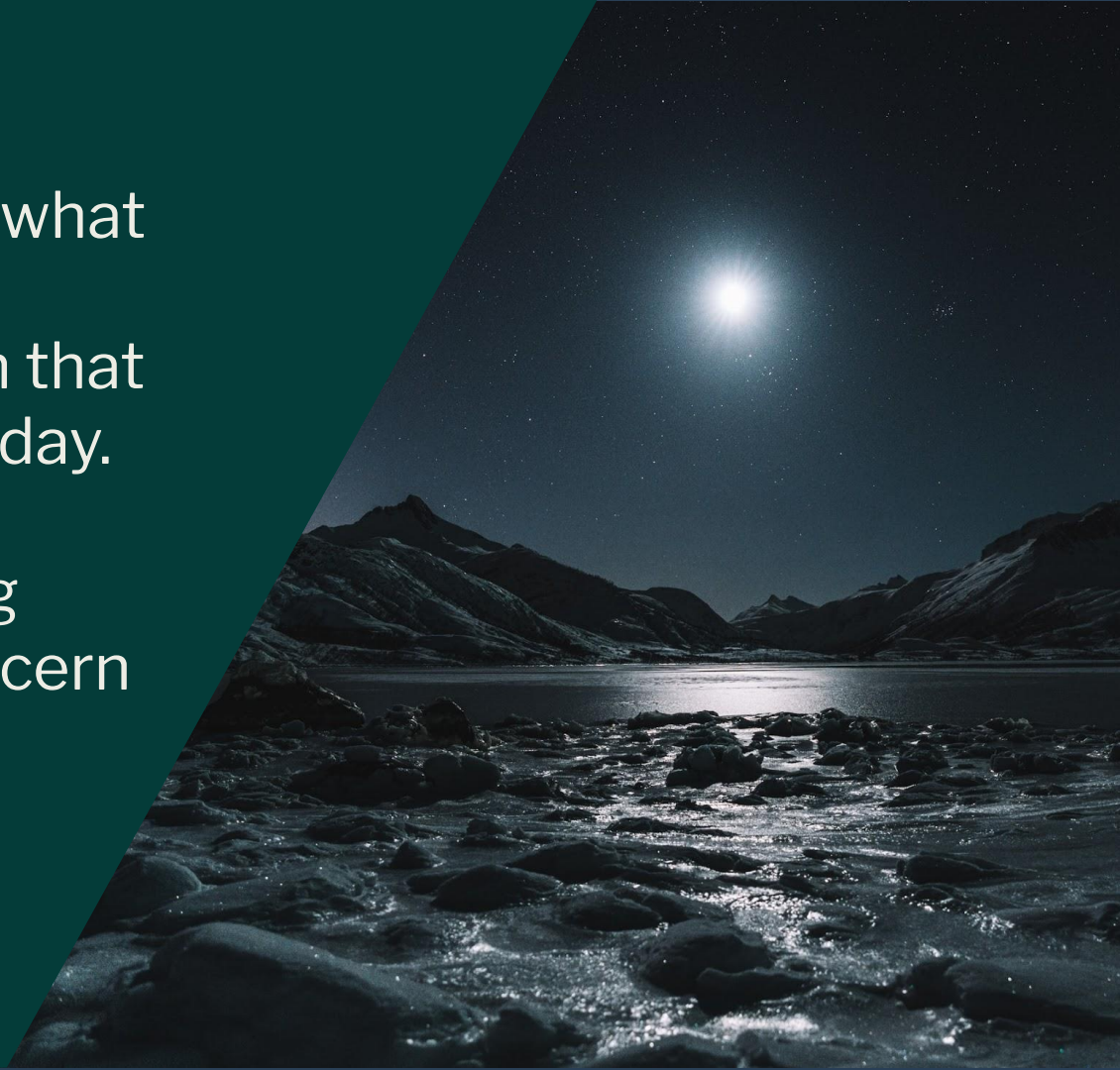
A close-up photograph of several people's hands stacked together in a circle, symbolizing teamwork and shared values. The hands are of various skin tones and are wearing colorful, textured sweaters in shades of pink, orange, green, and blue. One hand in the center has a ring on the ring finger. The background is dark and out of focus.

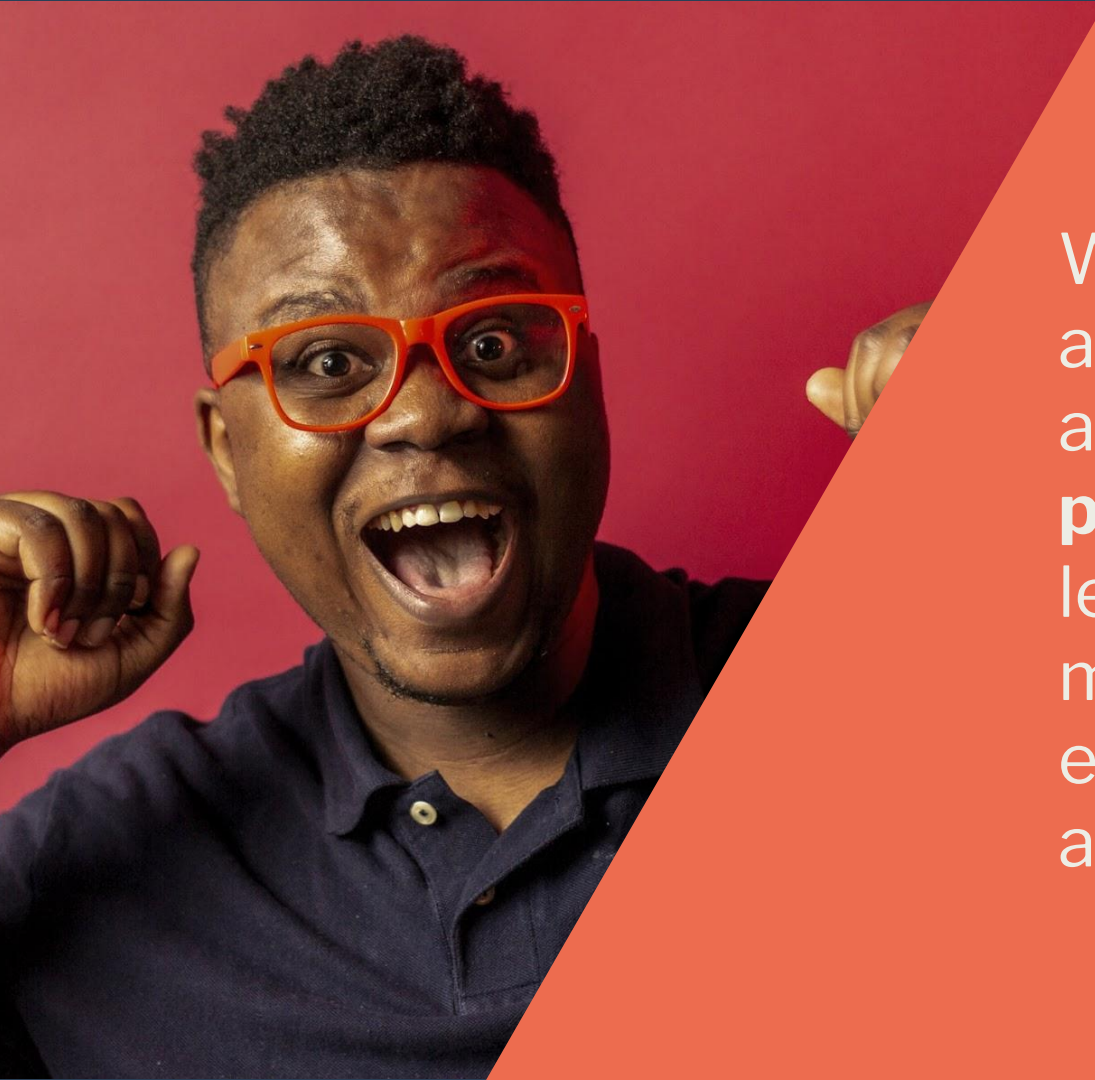
Defining shared values help people see how to connect with their tribe.

When team values align with personal values we feel a sense of belonging

Purpose helps us understand why we do what we do.
It's different to a goal in that it can be fulfilled every day.

A well defined, inspiring purpose helps us to discern what we do that is worthwhile and what is wasting time.





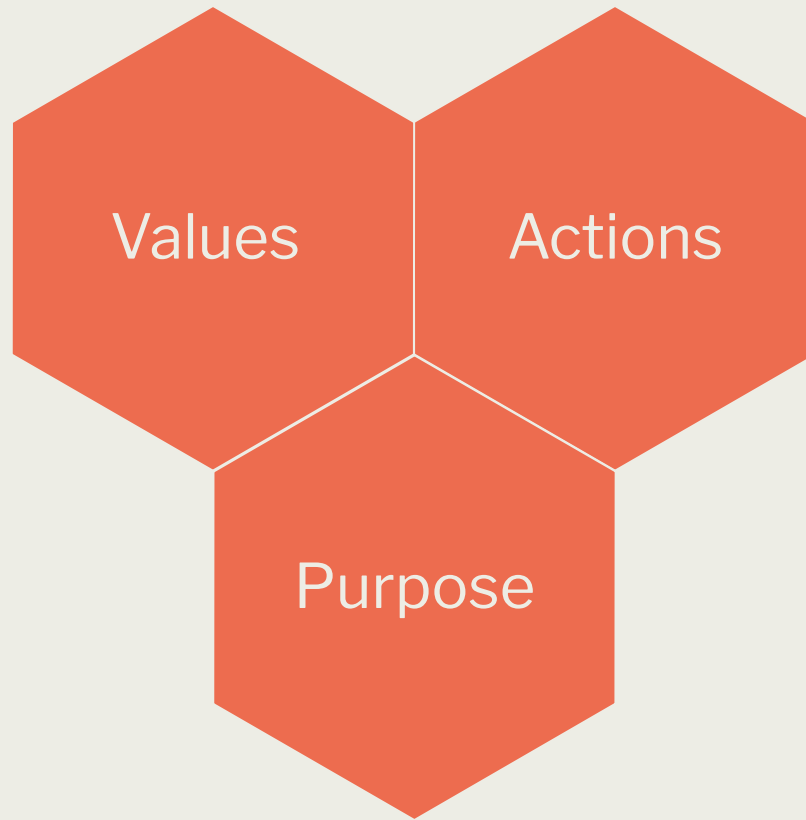
When our **actions** are aligned with our **values** and help fulfill our **purpose**, we experience less resistance, more motivation and more engagement in what we are doing.

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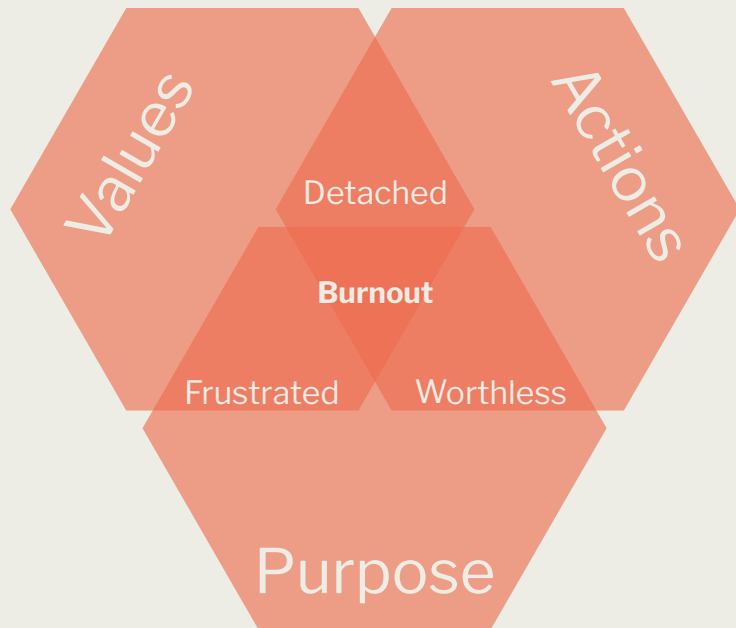
What I do day-to-day
is both important to
me and worthwhile.

I'm inspired to keep
going.





Misaligned Disengagement



Aligned Engagement



Step 1. Values

What actually matters to your team?

Fill a board with post-it notes with 1 or 2 word values

Work as a team to move the more important values to the centre and less important to the side

Decide on 3-5 core values you all agree matter to the team





Step 2 - Purpose

Complete this statement in as many ways as you can

We help x
To y
So they can z

Vote the most inspiring to the top of the list then hone your purpose statement to one that truly resonates





Step 3: Action

Decide on a motivating goal that meets your business needs while helping you fulfill your shared purpose.

Articulate that goal using language inspired by your values. Remember if it doesn't matter to anyone it won't be motivating!

Ask each member of the team to commit to one action that moves you closer to your goal and explain how they will do it in a way that honours your values



Step 4: Accountability

Agree when you will check in again to share how you have delivered on your commitments.

What has changed?





How are you feeling on the scale of:

- (1) Detached to Authentic? (10)
- (1) Frustrated to Motivated? (10)
- (1) Worthless to Inspired? (10)
- (1) Burnt out to Resilient? (10)

What can you do this week to move one step closer to a 10?

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in your organisation?

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