

# Team Purpose

“How do you energize and focus your team?”

## How do you energize and focus your team?

### What is team purpose?

It answers the question: Why do we exist as a team? In other words:

- Why does the world / this organisation need this team?
- Why have we been brought together at this time?
- What is the benefit of this team's mission
- Who is the team for?

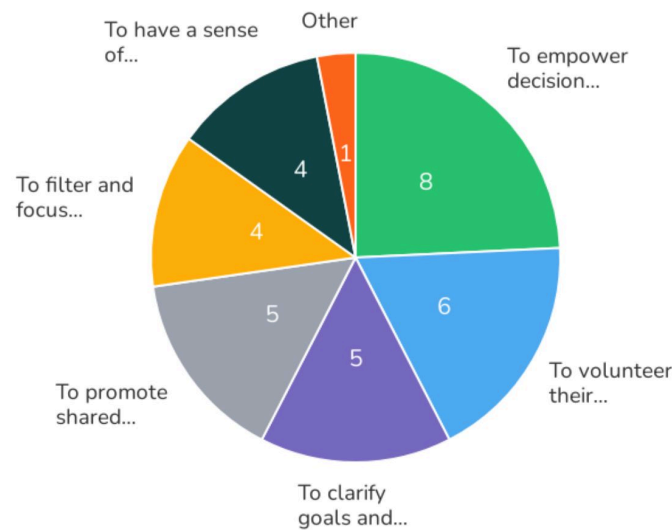


### Why do we need a team purpose?

It gives us common ground:

- To volunteer our genius
- To filter and focus our attention
- To empower our decision making
- To inform our structures and processes
- To clarify our goals and activities
- To give us a sense of community
- To promote shared leadership

We took to the polls, and asked the audience why our team members need a common purpose and here are the results:



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### Who needs to be energised and focussed by the charter?

Every single member of the team, including you as the leader.

In order to empower:

- Creativity and innovation
- Accountability and conflict resolution
- Problem-solving and decision making

### When does a team need a purpose?

**NB - Conscious leadership is about slowing down to speed up**

- Remember my story about the 24-hour team?
- Slow down now
- You will reach your target so much more quickly

