

PURPOSE

Ask the stakeholder group to take the time to explore and align on their purpose. It is essential that the leadership team are working towards the same vision of success.

Examine all Substance strategic insight reports, focusing on the answer to the first question only.

Duration of exercise:
30–60 minutes

Participants:
Organisation & agency

Materials needed:
Pens and Post-it Notes

Workshop guide:
Write clearly and large enough so that everyone can read your Post-It Notes.

1

Step 01.

Ask the stakeholder group to debate the impact they wish to make in the world. Challenge them to focus on the most long-term and significant challenge.

2

Step 02.

Write each purpose on a separate Post-It Note and organise in order of importance.

3

Step 03.

Collectively agree on one as the organisation's purpose.

4

Step 04.

Ask the stakeholder group to generate inspiring examples of how they can deliver on their purpose.

Challenge the participants to keep the examples to a few words or a short sentence.

5

Step 05.

Select the most powerful ideas and place in the near-, mid- and long-term diagram boxes.

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Near-term outcome:

Mid-term outcome:

Long-term outcome: