

PURPOSE & VALUES

D I S C O V E R Y



The program is intended to help teams and/or organizations articulate their purpose and core values.

Employees are intrinsically motivated when they can connect their individual contributions to a greater purpose that adds value for their customers and community. Aligning effort through a shared vision of the future is engaging and powerful. It supports teams and organizations during periods of transition, innovation and transformation. Clarity of purpose defines “what is to be achieved” while values articulate “how team members will work together” to achieved their purpose.

Using a collaborative approach, teams and/or organizations will co-create their picture of the future along with the values to guide individual, team, and organizational behavior.

Following the session participants will:

- Understand the importance of a shared purpose and vision of the future
- Co-create their team and/or organizational purpose building a motivating connection to the hearts and minds of all stakeholders
- Co-create the values that will guide the necessary behavior required to achieve the shared purpose and vision
- Have created a learning guide to help everyone internalize the values in behavioral terms that define how the team and/or organization will operate
- Have the opportunity following the session to reflect upon their individual strengths and development opportunities by using a self-directed approach to take responsibility for their individual learning



made to
measure
solutions

Transforming
Leaders, Teams
& Organizations
with solutions
tailored to fit

Brian Martin, ICF Certified Coach has a proven track record supporting the transformation of teams and leaders with his practical and engaging approach.

To Learn More Contact

bmartin@made-to-measure.ca

All Made to Measure Programs can be fully customized to meet the unique needs of your organization.



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