

PURPOSE & VALUES QUESTIONNAIRE

This resource is a guide to help leaders facilitate discussions about purpose and values.

ORGANIZATIONAL PURPOSE QUESTIONS

- ① How are we making the world a better place?
- ② Why do we exist? What would be lost if we didn't exist?
- ③ What are we trying to achieve in the big picture?

TEAM PURPOSE QUESTIONS

- ① What is the work of our team, and why does it matter?
- ② What would be lost if we didn't exist as a team?
- ③ How are we contributing to the work of other teams and the organization's purpose as a whole?

ORGANIZATIONAL VALUES QUESTIONS

- ① When our organization is at its best, what behaviors do we see?
- ② Which behaviors or ways of acting are so important that we would ask someone to leave if they didn't live them out?
- ③ Which behaviors are so important that we wouldn't apologize for them, even if a potential client or customer didn't like them?

CONSIDER THE RESULTS

After everyone involved has had a chance to contribute to the conversation, work to sharpen the initial ideas. Avoid the temptation to use generic language. Instead, focus on expressing purpose and values in ways that are specific to the culture of your organization. The final statements should resonate with everyone across your organization.

