



Purpose Through the Power of Why

A team “why” embodies your organization’s vision and creates joint motivation

Organizations often focus on the what and the how as they are the most tangible components of the organization, the what is the product or service being delivered and the how is the practical operational steps and skills we use to achieve the what.

However, when we start with the why and place it in the framework of the real-life stories and experiences of the team, it becomes a tangible component of the team vision and creates a joint statement that the team can achieve together.

To achieve the why we lead you through a team workshop to:

- Uncover the stories that define your team’s value
- Define the actions you take to achieve that value
- Identify the impacts of those actions

Through the course of the workshop, we are able to increase confidence and create connections within the team culminating in a refined single “why” statement that drives decision making, builds trust and loyalty and motivates the team to come to work in the morning.

“We end the session by making the statement actionable with the next steps for the team to take away and create a culture of sharing stories and helping customers as well as each other for mutual success.”



Raj Hayer | Senior Enabler & Communications and Market Research Expert

Raj has led strategic planning efforts for customer experience, human capital transformation, and change management, defining crucial metrics to ensure sustainable business growth. She is an expert at leveraging market research and think tanks for successful market entry and growth initiatives. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).