



TEAM REASON CREATION PROCESS

This exercise can take a while. If you have a group who are particularly analytical, you may need to help them to get into a creative frame of mind first. Ensure people have the energy to do this exercise – avoid just after lunch or late afternoon.

(Optional) Values Identification (60 mins+)

Get each team member to follow the “Individual Reason Process” tool, identifying their own personal work values and sharing them with the group.

(Optional) Get Creative (45 mins)

Give everyone a piece of flipchart paper, scissors, magazines, coloured pens and glue. Ask everyone on their own to create a poster which describes what this team should be famous for. Play some music and allow people time and space to create their posters. When everyone is done, ask people to write on sticky notes 3 words which describe what the team should be famous for. Get the team to look at everyone’s posters and discuss the themes.

Explain the Reason Statement (2 mins)

Explain to the group what a Reason Statement will look like (to start with at least): “To _____ So That _____.”

Create Possible Reason Statements (25 mins)

Split the group into 2 groups. Each group to write one potential Reason Statement on the flipchart. They should start by looking at the flipchart in the front of the room that lists all the verbs and action statements they came up with earlier. Each group should come up with one Reason Statement.



Share the Reason Statements (5-10 mins)

Each group to share its possible Reason Statement.

Create a Draft Reason Statement (10-20 mins)

As a whole group decide which of the Reason Statements will be carried forward, or how both can be combined into one. It should be 75-80% there rather than perfect. If after this, more work needs to be done, assign a small group of champions to continue work on it afterwards. The statement should be BMI:

Brief

Memorable

Inspiring

Some example team Reasons include:

Delivering tomorrow, today (a transformation team)

Deliver...together (a logistics teams)

Catalysing transformation and growth (a learning and development team)

Wrap Up (10-15 mins)

Discuss ways in which the team can put their Reason into practice (e.g. when we make decisions, we could put it through the Reason filter – “Does this choice help up move closer to working in alignment to our Reason or not?”)