



REASON CREATION PROCESS

Get the team into 3 groups with a flipchart.

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.

Explain to the group what a Reason Statement will look like: “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 and link it back to two of the stories that were told earlier.

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.

Make sure that your Reason Statement is:

Inspirational
Brief
Memorable



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 us move closer to living in alignment to our Reason or not?”)