Shared Purpose

Florida Extension Business Professionals Conference, February 8, 2024

Our Session’s Focus

* Understanding team development
* Realizing the power of purpose
* Detecting our team’s purpose

A Comparison

* Groups
* Independent
* Focused on personal objectives
* “Hired-hands”
* Distrustful
* Don’t know how to deal with conflict
* Teams
* Interdependent
* Aligned with team’s objectives
* Take ownership
* Openly communicate
* Recognize conflict is normal

Building Blocks of Effective Teams

* People skills
* Process
* Position
* Purpose

Team Development



Team Purpose

* Goes beyond tasks and roles
* Your unit’s essential reason for existence

Team Purpose

*“No organization will be as effective as it might be until its people understand and support the organization’s strategic purpose.*

*A muddled sense of purpose leads to confusion and allows people to decide individually what’s important, without any context to guide them.*

*A clear and galvanizing purpose, on the other hand, focuses everyone’s efforts and moves the organization forward in an unambiguous direction.”*

*Campbell and Liteman, Retreats That Work*

Benefits

* Alignment and direction
* Motivation and engagement
* Unity and collaboration
* Resilience in challenges
* Enhanced decision making
* Employee satisfaction and retention
* Improved communication
* Innovation and creativity
* Customer focus
* Adaptability to change

Process of Development: Questions to Consider

* What do we do?
* For whom do we do it?
* Why does it matter?
* What inspires us about the work we do?

Let’s Try it Out – An Activity

* What do we do?
* For whom do we do it?
* Why does this matter?
* What inspires us about the work we do?

Next Steps

* Discuss the “*purpose questions”* as a team
	+ Create a statement

Reinforcing Structures

* Consider alignments with work
* Check-in annually
* Use during onboarding
* Build on purpose

Some Cautions

* Wordsmithing
* Overcomplicated or too long
* Uninspiring
* Lives only on a website