

TOOL DESCRIPTION

Purpose Quest



The Purpose Quest is a powerful process that can be followed to create awareness about the purpose of an organization or a change initiative.

This process can be followed to identify or clarify an organization's purpose based on the past history as well as expected future developments. Two key questions are asked:






- What do we want to bring into the world?
- What is our contribution to society?

The tool description shows which elements a purpose process should comprise to become a powerful institution, encompassing nine steps in total.

This process is normally stretched out over a longer period of time and several workshops. The description, therefore, outlines the important elements that should be covered in this process.






Duration 1 day up to several weeks/months	Participants founders, owners, managers and employees – balanced in terms of age, gender and roles in the organization	Facilitation no special material needed
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Purpose Quest | Process

Clarify goal and limits 	Arouse curiosity by issuing an invitation 	Connect the quest to your own history 	Look beyond borders: realize connections 	Make developments tangible 
<p>Start the process by providing clarification and asking a few initial questions in a core team:</p> <ul style="list-style-type: none">• What should the result of our Purpose Quest be in the best case scenario?• (Why) is now the right time?• For which organization/ organizational unit do we want to find a purpose?• How is the process designed?• Who's issuing the invitation?• Who will be invited to the Purpose Quest and in what role?	<p>Invite the chosen participants to the Purpose Quest in a thoughtful and inspiring way.</p> <p>The more the invitation reflects a love for detail and energy, the more energy will come from the participants in the process.</p>	<p>First, examine your history in a suitable workshop setting:</p> <ul style="list-style-type: none">• Remind yourself of the original idea of the foundation.• Express appreciation for all those who have helped to contribute to the organization since then.• Ask: What did we accomplish that was meaningful?• Dispose of things that are no longer useful.	<p>Next, look beyond the borders. Think about a suitable setting for the work by asking these questions again based on the number of participants.</p> <ul style="list-style-type: none">• How does our well-being depend on the well-being of others (e.g., suppliers, customers, education system, infrastructure, ecosystem)?• Where do we have an impact (negative or positive) on the well-being of others (including future generations)?	<p>Collect even more details about the information collected before by asking participants to share their thoughts on the following two questions:</p> <ul style="list-style-type: none">• What changes do we perceive when we look beyond our usual horizon (customers, supply chains)?• Which political, economic, ecological or social developments get under our skin?



Purpose Quest | Process

 Our strengths and our potential 	What are the needs for us now and in the future? 	Find the right words and match them 	Celebrate and live! 
<p>Next, examine your strengths and potentials. Collect as many thoughts as possible in a clearly structured format:</p> <ul style="list-style-type: none">• How do we behave in situations where we show our "best self"?• What are we really good at?• In view of the developments in the environment, which of our strengths are particularly useful?• What potential do we have to make a more meaningful difference in society?	<p>Finish collecting thoughts by asking the following 3 reflective questions:</p> <ul style="list-style-type: none">• What ideas emerge when we consider our strengths and the developments?• What do we want to contribute to the world?• What is our contribution to society? <p>Make sure participants are in the right mood and have time and energy to collect their thoughts.</p> <p>OUR TIP: for this step, we recommend using a structured process like OPERA (see Tool Description)</p>	<p>Define ahead of time if this step will still be done with the whole group or with the initial core team.</p> <ul style="list-style-type: none">• Record and summarize the thoughts in a few words, none of which are unnecessary.• Align your result with that of the whole group. <p>OUR TIP: You can ask the participants who wants to be involved in the last step. Finding the right words is energizing for some and may be exhausting for others. Making this step optional is the best solution to deal with this problem.</p>	<ul style="list-style-type: none">• The process is at least as important as the result.• Ultimately, the goal is to "live" the Purpose and to measure all strategic decisions, whether they support the purpose or not. <p>Find a great occasion to share and celebrate the results with all participants and the whole organization.</p>