WORKSHEET + WORKED EXAMPLE

Make the Purpose of the Work Clear

A plain account of the work's purpose, the people it serves, and the practices that give it substance.

25 minutes | Purpose into practice

Use it in three moves

1. Hear different accounts of whom the work serves and why it matters.
2. Connect purpose to how people experience everyday actions.
3. Choose one contradiction to work on; keep the statement open to revision.

Who is this work for?

Name people and the difference they need, not a market segment alone.

Why does that difference matter?

Keep the purpose specific enough to shape a choice.

How should people experience the way we work?

Turn a principle into a recognizable practice.

Make the Purpose of the Work Clear

YOUR WORKING NOTES / CONTINUED

What do we actually offer or do?

Keep the service distinct from the purpose it is meant to serve.

Where do our current choices contradict the purpose?

Invite the awkward example.

What will we change, with whom?

Choose a practice and a date to listen for its effect.

A question for me

Who pays the price when our stated purpose and operating choices disagree?

See one way through

FICTIONAL WORKED EXAMPLE / NOT THE ANSWER TO YOUR SITUATION

Who is this work for?

People using the community advice desk need a clear next step when the system feels difficult to navigate.

Why does that difference matter?

Someone should not have to understand our internal departments to get help.

How should people experience the way we work?

We explain what we can do, check understanding, and give a named contact for anything we cannot resolve.

What do we actually offer or do?

An advice desk, referrals, and follow-up calls.

Where do our current choices contradict the purpose?

A fast call-time target encourages staff to transfer people before checking whether the next team can help.

What will we change, with whom?

For two weeks, test a warm handoff with both teams. Review caller experience and staff workload on Friday.

The thinking behind it

Our people are not merely the means for delivering a purpose elsewhere. Ask whether the way the work is organized honors the people doing it as well as those receiving it.

Simon Sinek's Golden Circle distinguishes Why, How, and What. This original Leader Rebellion exercise adds affected people, a contradiction in practice, and a shared experiment. It is an independent adaptation, not an official Golden Circle resource.

Simon Sinek · Start With Why

Read Your Company's God is Showing by Nic Payne