



## Episode 5 - Discovering lived Purpose

Sometimes the purpose of the organisation is not as clear as you might like it to be, or what's written up may not correspond to what you experience. I find it helpful in those cases to see what you can discover about the purpose that the organisation is living and if you can clarify this.

One way of doing that is looking at the beneficiaries of the organisation - what are they hoping the organisation will deliver to them.

Beyond the box or service they may receive, how do they want that which the organisation sells them to make them feel?

What question would they like the organisation to respond to?

What need would they like the organisation to help them with?

What is actually happening in the organisation and what does that make you think about purpose?

How are the decisions you and your colleagues make everyday pointing to a purpose?

What are you not doing?, what does that tell you about the purpose of the organisation?

What do people whisper about, what do people get energised by, how does that relate to a purpose?

How would you phrase this as a question that describes what your organisation is trying to do?

Share that questions with others, does it feel right? Does it cover what you see yourselves doing?