



Gaining a Common Purpose in your Organisation

From 6pm on Thursday 25th January until 4.00pm on Friday 26th

In this Conversation, at the start of the year, the Vicars' Hall provides the space to re-examine, refresh and renew purpose, the higher intent of your organisation. Most of us will have vision and purpose statements for our organisations and teams but to what extent are they fresh, alive, followed and shared - and truly relevant to the needs and perspectives of our society today?

- Does your stated purpose inspire, give a real sense of why you exist and what you stand for?
- Is it sufficiently powerful and authentic to capture hearts and minds of employees, prospective employees, customers and stakeholders?
- And, is it lived? Is it the guiding north star, that touches everything you do, at the heart of decisions, relationships and acts? Is it lived close in, in the apparently mundane as much as in the far-reaching signature acts of contribution to the needs of society?

We will share, discuss and explore:

- the role and impact of a purpose that meets the needs of society and your business strategy
- different approaches to creating, refreshing and sustainably embedding a purpose that consciously and whole-heartedly captures hearts and minds, in the context of a commercial endeavour
- what it really takes to shift from a purposeful statement to being purpose led
- the potential of surprising boundary spanning partnerships with others who care about what you care about



AGENDA

The Conversation will follow our usual flow in three key stages:

- **"This is Me"** – taking stock of where we find ourselves currently in relation to this theme and the questions that are arising from our experience
- **"Tell Us More"** – enquiring more deeply into our learning and insights as we probe into this experience
- **"Yes I can, Yes I will"** – turning wisdom and insight into intention and practice

"THIS IS ME!"

We will start by reflecting on the challenges and victories you've experienced on your journey to live through a shared purpose in your business and the current place you find your-self at:

- Why do you do what you do and why does this matter?
- Where is purpose held and what are the consequences of that?
- How does purpose live in your team?
- What are you encountering as you align your team's values and objectives with the overall passion and purpose of your business?
- Where are the gaps in embracing purpose, from intent to a lived reality?



“TELL US MORE”

In the spirit of deepening our understanding, we will further explore

- the journey from head to heart
- practical strategies to align goals with purpose, including 2 popular approaches, value/purpose led and purposeful/consensus led
- generative, creative possibilities of co-operation and collaboration across boundaries and borders when purpose is clear
- the transformation of systems, processes and measures that underpin purpose led activities
- the beliefs and behaviours that are challenged by becoming more purpose led

“YES I CAN!”

Reflecting on the experiences shared and insights gleaned, this is the opportunity to think about the immediate actionable steps you may take and the longer-term intentions.

Sustaining a meaningful purpose in your organization is an ongoing effort, not an overnight task.

What is of real value? What is any purpose led change going to take from you?
Who is with you?



Timings: Thursday 25th January

- 1430** You are welcome to check in to your room in St George's House
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- 1630** Tea in the House for those joining Evensong in the Chapel
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- 1705** Evensong (*optional*)
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- 1750** **Vicars' Hall.** Gathering together. Refreshments, then start of the Conversation at 6.00pm. Introduction to the Guiding Principles and then on to Stage One: **"This is me!"** We work in small groups sharing our stories and experience.
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- 2000** Working dinner in the House Dining Room
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- 2130** We go back to the Sitting Room for tea/coffee, and after dinner drinks
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- 2145** Private floodlit tour of St George's Chapel, departing the Sitting Room (*optional*).
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Friday 26th January

- 0745** Breakfast is served in St George's House. Please clear your personal belongings from your room and bring them down to the Vicars' Hall, so that the domestic staff can prepare the rooms for the next group
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- 0845** We start again promptly in the Vicars' Hall and begin by noticing what is present to us as we start the new day, working in small groups and as a larger group. As we share our experiences and questions, we identify specific aspects and challenges in our different situations that require more focused attention and quality thinking time. At roughly 1030, we move on to Stage 2: **"Tell us more"**, where we start to 'mine' these topics for the wisdom that can unlock them.
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- 1100** Break for tea/coffee
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Friday 26th January cont...

- 1130** **'Tell us more' cont...** Working in a variety of pair/trio or small group conversations we delve together into the particular issues that have most resonance and significance for us
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- 1245** A hot buffet lunch is served in the Vicars' Hall and we work together in our groups, reflecting on how our insights from the morning are speaking to us and our intentions as leaders.
- At 1.40 we have a team photo on the West steps of the Chapel (weather permitting!)
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- 1345** Back together as one group, we draw out our lunchtime reflections and engage in our final round of small group work as we clarify and solidify our intentions. Where is the invitation for each of us more fully to embody the wisdom we are accessing?
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- 1500** We invite each of you to work in pairs or trios over tea or coffee to sharpen up your personal resolves and commitments in the light of your intentions
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- 1545** Closing words and 'gathering up' of the wisdom that has flowed, however large or small.
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- 1600** Conversation close
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Video link-up:

At the end of the Conversation we will confirm the arrangements for our follow-up zoom call to check in on the progress we have each made in progressing our resolves.

The key to us making the best possible use of our time in this is for Fellows to post a brief Whatsapp beforehand updating the rest of us on how you have been getting on, and especially which ones you found the most challenging. We then take it from there!

Suggested date and time: tbc