Determining Your Company's Purpose

Have a diverse group of people in your company/team answer the questions below. Collect the responses and review/discuss them together collaboratively.

1. Describe in one sentence what we do at [company name]

2. Describe how we do things differently from our competitors

3. What value are we bringing to our customers? In what ways are we making people's lives better? What problems are we solving for them?

4. Why does it matter that we are solving these problems and adding this value?

5. How else might we add value to our current or future customers (i.e. what other products or services might help solve their problems or add similar value?)

6. How are we adding value to the community that we operate in?

As a group, from the responses collect, draft a statement that defines your company/team purpose for how and why you are serving and adding value for your customers and/or your community.

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Determining Your Company's Values

Have a diverse group of people in your company/team answer the questions below. Collect the responses and review/discuss them together collaboratively.

1. Which of the following is the single most important thing for our customers to experience during their time doing business with us?
   a. Being treated with respect and kindness
   b. Receiving the highest level of service by a highly skilled employee
   c. Paying the most affordable rate for the product/service

2. Which of the following do we want to be the single most important thing for our employees while working for our company/team?
   a. A work environment that is diverse and inclusive
   b. A salary/wage that is on par or higher than our competitors
   c. A collaborative work environment (your voice is heard and matters)
   d. Personal growth and development
   e. A cohesive work environment (where people are on the same page and trust each other)

3. Which of the following traits is most important for us to consider when hiring a new employee?
   a. Honesty
   b. Positive Attitude
   c. Hard Working
   d. Compassionate
   e. Job Knowledge / Skill
   f. Team Player

As a group, from the responses collect, draft a list of words or phrases that defines your company/team values. These values should reflect:

- Behaviours that you look for and incentivize in team members
- Standards and beliefs that you will use to make major decisions

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