



Identify the
human
differentiator

Clarify your
contribution

Define your impact

PURPOSE THROUGH THE POWER OF WHY

CREATE A JOINT VISION & INCREASE TEAM MOTIVATION

Organizations often focus on the what and the how as they are the most tangible components of the organization, the what is the product or service being delivered and the how is the practical operational steps and skills we use to achieve the what. However, when we start with the why and place it in the framework of the real-life stories and experiences of the team, it becomes a tangible component of the team vision and creates a joint statement that the team can achieve together.



A TEAM “WHY” EMBODIES YOUR ORGANIZATION’S VISION & CREATES JOINT MOTIVATION

To achieve the why we lead you through a team workshop to:

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- ▶ Uncover the stories that define your team’s value
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- ▶ Define the actions you take to achieve that value
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- ▶ Identify the impacts of those actions

Through the course of the workshop, we are able to increase confidence and create connections within the team culminating in a refined single “why” statement that drives decision making, builds trust and loyalty and motivates the team to come to work in the morning.

We end the session by making the statement actionable with the next steps for the team to take away and create a culture of sharing stories and helping customers as well as each other for mutual success.



Raj Hayer | CEO TinyBox

Raj has led strategic planning efforts for customer experience, human capital transformation, and change management initiatives, defining crucial metrics to ensure sustainable business growth. Currently living between London and Munich, she explores the challenge of sustaining innovation leadership and leveraging cognitive and cultural diversity to increase team cohesion in a virtual world.

TINYBOX | **It’s about strategy, not technology.** TinyBox is an independent think tank for social leadership and innovation culture to address the value of emerging technologies. Using the most relevant business cases, we help our clients around the globe to stay ahead in an ever faster changing world. Our tools and programs create value by incorporating business strategy with technologies, people operations and leadership development to ensure your success well into the future. For more information and tools contact us at hello@tinybox.me or visit www.tinybox.academy