

MAKING PURPOSE WORK

with Generation Purpose

knowledge

COURSE

adrenaline

OKR
ON PURPOSE

inspiration

KEYNOTE

clarity

STRATEGY
ON PURPOSE

authenticity

INDIVIDUAL
PURPOSE AT WORK

connection

EVERYBODY
FOR PURPOSE

trust

TEAM PURPOSE

habit

HABIT BUILDING

knowledge

COURSE

Get to know the best tools around Purpose and Collaboration in a three-part course with peers from other companies, and share and implement what you learn in your organization.

PURPOSE

Learning how Purpose can be made to work in the organisation.

RESULT

You know what it takes to use Purpose in your organisation's day-to-day collaboration and you start to implement your own ideas.

INVESTMENT: Pay what you wish (excl. VAT)
3 x 3h workshop time together

DURATION: approx. 2 months

PERSONS INCL: 1 person (together with eleven others)

FACILITATORS: 2

- Diverse basic knowledge about «Making Purpose Work»
- Get to know and use many practical methods and tools
- Get to know like-minded people and support for the Purpose-Journey («I am not alone»)
- Exchange with people who have similar challenges
- A whole lot of inspiration
- References to more knowledge, experts, methods, tools, case studies
- Specific solutions for the relevant points to Making Purpose Work in your team or organisation
- Reflection about yourself, about work, about Purpose

SERVICES

3 evenings of 3 hours each | exchange platform | networking with other course participants

inspiration

KEYNOTE

Inspire all people within your organisation by showing them how to Make Purpose Work every day. The interactive Keynote by Generation Purpose's founders shows case studies, examples and best practices from organisations of all sizes.

PURPOSE

Lots of inspiration on how collaboration based on a clear Purpose can unfold and work.

RESULTS

The profound desire to get started or continue with Purpose activities in the organisation.

INVESTMENT:	free (NGO) / paid (companies) approx. 1 hour time with all
PROJECT DURATION:	2 weeks
PERSONS INCL:	no limit
FACILITATORS:	minimum 2

- Inspiration from Purpose Organisations
- Inspiration around great collaboration based on Purpose
- Examples and anecdotes of how Purpose can be brought to life in an organisation
- Case studies from organisations ranging from small to large, from NGOs to major corporations
- Interactive element where everyone learns about themselves and each other
- Insight and learning about how others are using Purpose
- Enthusiasm for advancement, change, excellent collaboration
- Everyone is eager to tackle the topic of Purpose.

SERVICES

Briefing discussion | Meticulous preparation individualized to the organisation | Online keynote with interaction | Q&A

INDIVIDUAL PURPOSE AT WORK

All team members define their individual purpose at work, what excites them about their job, they formulate their personal «operating instructions» and unique skills and share them with everyone in the team.

PURPOSE

Initiate real collaboration in your team and make visible what drives everyone and what potential is really present in the team.

RESULT

A team that is better synchronized, more aware and appreciative of each other's skills, and looking forward to more sharing and collaboration.

INVESTMENT: CHF 6'000 (flat rate, excl. VAT)
4h workshop time together

PROJECT DURATION: 1 week

PERSONS INCLUDED: 2-12

FACILITATORS: 2

- Many colorful, specific, individual points of exchange and knowledge with each other for better collaboration.
- Everyone reflects on what drives and excites them to work in this team and this organisation
- Operating manual: How I function in my job, what is important to me, what I burn for, what I would like to do more of, what I would like to do less of, my super skills
- Everyone develops a deeper desire to share and collaborate
- AHA! experiences for all
- Getting to know each other in a deeper way
- Building trust in the team, mutual appreciation
- Reflection on oneself and one's own work
- Enthusiasm for diversity in the team
- Making the entire potential of the team visible
- Also suitable for building networks or cross-departmental functions
- Also recommended for a team that has just been formed or has experienced high turnover

SERVICES

Briefing meeting | Meticulous preparation, individualized for the team |
High Speed Workshop 4h | Preparation

trust

TEAM PURPOSE

During two intensive workshops, a team reflects on its contribution to the whole, formulates the common driver and sets concrete intentions to live the Purpose in everyday collaboration.

PURPOSE

The development of a clear team purpose creates trust, reliability, alignment and the desire for state-of-the-art team collaboration.

RESULT

A team on a completely new level, ready to work great together based on the Team-Purpose.

INVESTMENT: CHF 9'000 (flat rate, excl. VAT)
2 x 4h workshop time together

PROJECT DURATION: 2 weeks

PERSONS INCL.: 2-12

FACILITATORS: 2

- Team transformation in the shortest time (8 hours)
- The team connects with its occupation and activities and with each other through numerous question rounds on a deep level
- The team has developed building blocks for a team agreement
- Each person in the team has made specific plans to live the Team-Purpose in everyday life at work
- Purpose as a guiding star, which greatly simplifies decision-making and setting priorities, allows on-boarding of new team members with ease, enables conversation on the essentials in case of disagreement and increases reliability among team members
- Motivation: «together we can achieve anything» and «we are now aligned».
- Team experienced state-of-the-art collaboration workshop, how to get everyone involved as a team, how to make decisions as a team
- Perspectives of all team members are heard with equal weight, everyone listens carefully to each other and learns about all perspectives in a respectful and appreciative way

SERVICES:

Briefing meeting | Meticulous preparation, individualized for the team |
2 High Speed Workshops à 4h | Preparation

adrenaline

OKR ON PURPOSE

In an agile quarterly cycle, a team agrees on ambitious goals and measurable key results that make a real difference. In weekly short meetings, the team collaboratively ensures that the goals are met.

PURPOSE

Use your team's or organization's strong Purpose to set clear goals, get everyone on board, achieve ambitious goals as a team, and learn together.

RESULT

Clear goals and a robust process to achieve them.

INVESTMENT: CHF 10'000 (flat rate, excl,
without weekly meetings)
9h workshop time together

PROJECT DURATION: 3 months

PERSONS INCLUDED: 2-12

FACILITATORS: 2

- The proven OKR process, made famous by Google, is linked to the organizational and/or team purpose.
- Learning the process with goal setting workshop, weekly online update meetings, final meeting after 3 months / quarterly retrospective.
- 1 to 5 motivating, ambitious quarterly objectives that signify real progress. Team unity around those objectives.
- 1 to 4 ambitious, measurable Key Results for each Objective. Team unity around those key results.
- Weekly short meeting to ensure that all Key Results can be achieved, if desired accompanied by Generation Purpose (coaching, know-how, ideas in difficult situations).
- Identify problems as early as possible and solve them together
- Achieve your goals
- The most important things get the necessary priority in the daily routine; clarity about what is most important for the team in this quarter
- The entire team feels responsible for achieving goals; no one is alone. The team experiences true collaboration based on Purpose.

SERVICES

Briefing meeting | Intro workshop | OKR workshops and Weekly #1 | Retrospective and decisions for next cycle at the end of the quarter



STRATEGY ON PURPOSE

In two high-speed workshops, a core strategy and associated roadmap emerge that everyone is enthusiastic about and that addresses unmet customer needs, new insights or significant market changes.

PURPOSE

Create clarity and foresight into the future, exactly when you need it.

RESULT

A clear and easily communicable core strategy that satisfies key customer needs and addresses a burning problem. Plus a roadmap as a point of reference for everyone involved in implementing the strategy.

INVESTMENT: CHF 14'000 (flat rate, excl. VAT)
8h workshop time together

PROJECT DURATION: 1 month

FACILITATORS: 2

- Based on information available in the organization, a bold core strategy is developed thanks to high-speed mapping and team decision making.
- The mapping takes place with a diverse team from the entire organization, the strategy finalization with decision makers (e.g. Executive Board or Non-Executive Board).
- The core of the strategy becomes visible to everyone step by step.
- The collective wording helps to further identify the core and to clarify the necessary terms.
- For the core strategy, a roadmap emerges with a few, but crystal-clearly articulated initiatives that can be shared immediately throughout the organization and that allows the definition of sub-goals and sub-initiatives in all relevant business areas.
- Only what is really needed emerges, in the shortest time, with the right people.

SERVICES

Briefing meeting | Study documents | Workshop 1 with diverse group from whole organization | Preparation for Workshop 2 | Workshop 2 with decision-makers

connection

EVERYBODY FOR PURPOSE

All individuals and teams in the organization connect with the company Purpose in an experiential workshop, figuring out how to bring the Purpose to life and defining their specific team contribution for implementation.

PURPOSE

Actively and lastingly link each person and team to the Purpose of the organization.

RESULT

Every person and every team in the organization has a concrete plan to actively support the purpose of the organization and to make it tangible for customers.

INVESTMENT: CHF 80'000+ excl. VAT
(= CHF 250 to CHF 450 per person)
2h-4h workshop time together

PROJECT DURATION: 2 to 4 months

PERSONS INCL: 300 to 800

FACILITATORS: 1-4 per team (depending on team size)

- Everyone in the organization understands the organizational Purpose and knows what they can contribute to the Purpose individually and as a team.
- Everyone in the organization understands who the customers are, what their needs and expectations are.
- Each team has a shared image and memory of the joint workshop
- Each team has identified specific action steps so that they can contribute more to the organizational Purpose
- The entire organization has taken a big transformational step: people are talking differently about Purpose, they are helping each other (within and across teams and across the organization)
- The whole organization experiences how to collaborate online in a productive, fun and interactive way (Miro)
- Shared experience (company-wide) with reflection about oneself, about work, about Purpose, about the team, about the organization
- Inspiration for team and company-wide collaboration

SERVICES

Briefing meeting | Workshop design | Training facilitators | Workshops | Quality control | Debriefings

Over three months, a team forms habits around an outcome developed with Generation Purpose (for instance, Team Purpose), reinforcing good collaboration.

PURPOSE

Form strong habits as a team.

RESULT

All team members begin to actively apply what they have learned and begin to practice in their daily lives.

INVESTMENT: CHF 1'800 (flat rate, excl. VAT)
3 x 30 min. workshop time together

PROJECT DURATION: 3 months

PERSONS INCL.: 1-12

FACILITATORS: 1-2

- 30 minutes of reflection every month for three months
- A stimulating half hour to follow up on the workshop and give meaning to the topic.
- Concrete intentions based on the developed Team Purpose or the developed «Individual Purpose at work» results.
- Habit formation on the developed topics gets underway
- The cooperation in the team is further strengthened
- The topics do not remain abstract, but link naturally and actively to the daily work routine
- Everyone is allowed time for reflection once a month, Generation Purpose ensures that it is not forgotten.

SERVICES

3 x preparation | 3 x 30 min. short workshop

Acquire new skills on a key collaboration topic or continue focused work with the Purpose and form habits on the topic.

PURPOSE

Gain new knowledge or insights around highly relevant Purpose and Collaboration topics.

RESULT

Specific tools and matching habits.

INVESTMENT: CHF 6'000 (flat rate, excl. VAT)
1 x 4h and 2x 30 min.
workshop time together

DURATION: 3 months

PERSONS INCL.: 1-12

FACILITATORS: 1-2

- Toning the muscles for the Purpose Journey
- Explore key collaboration topics, for example
 - Team agreement on collaboration
 - Renovation, further development or stakeholder-specific translation of the Purpose
 - Prioritize based on Purpose
 - Making decisions based on Purpose
 - Sharing and meeting formats for teams collaborating based on Purpose
 - Visual collaboration (Kanban, visual workshops, etc.)
 - Meta-formats for collaboration (e.g. retrospectives, team reflection, etc.)
 - A focus topic is worked on in a 4-hour workshop
- This is followed by habit-building on the topic at intervals of one month each, so that the insights and tools gained can flow into everyday life.

SERVICES

Briefing meeting | Special Topic preparation |
Workshop Special Topic 4h | 2 Habit Buildings à 30 minutes

expertise

COLLABORATION CENTER

Four times one hour exchange with Generation Purpose for a fruitful conversation on current challenges around the topics Purpose and collaboration.

PURPOSE

Accompaniment in a project or in a process

RESULT

Increased certainty that your purpose and collaboration projects are carried out state-of-the-art.

INVESTMENT: CHF 2'500 (flat rate, excl. VAT)
4 x 1h

PROJECT DURATION: 3 months

PERSONS INCL.: 1-6

FACILITATORS: 1-2 (Founders of Generation Purpose)

- Review and discuss current topics in the areas of Purpose and Collaboration
- External perspective over a longer period of time
- Experts with 30 years of experience in the field of purpose, collaboration and workshop design
- Work on specific questions and topics
- Look at a problem from all perspectives
- Develop a variety of approaches to solving the challenge
- See the way forward
- Ideas and examples from countless Purpose Journeys
- Ideas and examples from state-of-the-art collaboration
- Access to a huge toolbox
- An open, friendly and humorous meeting each time

SERVICES

4 x one hour individually tailored consulting |
follow-ups during three months



BY THE HOUR

Short-term hands-on support from Generation Purpose around the topics of Purpose and collaboration, in order to Purpose projects and initiatives to get your Purpose projects and initiatives up and running.

PURPOSE

Tap into Generation Purpose's knowledge for an hour and reflect, mirror or concoct something together.

RESULT

Personalized hands-on consulting for your purpose and collaboration challenges.

INVESTMENT: CHF 350 / h / facilitator (excl. VAT)
1 hour
PROJECT DURATION: spontaneous 1 hour to 1 year
PERSONS INCL.: 1-6
FACILITATORS: 1 (Generation Purpose Founders)

- View and discuss current Purpose and Collaboration topics.
- External perspective
- Experts with 30 years of experience in the field of purpose, collaboration and workshop design
- Work on specific questions and topics
- Look at a problem from all perspectives
- Develop a variety of approaches to solving a problem
- See the way forward
- Ideas and examples from countless Purpose Journeys
- Ideas and examples from state-of-the-art collaboration
- Access to a huge toolbox
- An open, friendly and humorous meeting

SERVICES

1h consulting

What do I need in order to develop or advance the topics of Purpose and Collaboration in my organization? What does «making purpose work» mean for me?

- Open ears for your Purpose and Collaboration needs
- Design of a possible Journey based the Generation Purpose offers
- Examples and ideas from other organizations
- Clarity about costs and project duration

PURPOSE

Ideas and possible tools to shape your own Purpose and Collaboration Journey.

RESULT

Clarity

INVESTMENT: free of charge

1 hour

DURATION: 1 hour

PERSONS INCLUDED: 1-6

FACILITATORS: 1-2

Manifesto «Making Purpose Work» by Generation Purpose

We want to collaborate better to make great things possible.

We discover what excellent collaboration means to us and make this knowledge accessible to the whole team and those we collaborate with. It's an ongoing journey.

We choose to be led by courage, not by fear.

Our common purpose shows us the way and lets us stay in a positive flow while we navigate permanent change and uncertainty as a team.

We build the best solutions through meaningful conversations, through careful listening and transparent decision-making. We value intuition and things that cannot be measured.

We learn together by doing, reflecting and adapting. We experiment, fail and improve things together. To us, collaboration means: Get it done together!

We believe in collaboration that is fun and voluntary, where everyone contributes what makes the most sense to them and the team.

We let each other shine. We use our superpowers to enable each other. We accept each other's shortcomings and help each other to grow and evolve.

Everyone is invited to play a vital part in what we create and to contribute fully. We are a team. The whole is much more than the sum of its parts.

We are here together to do great things based on a common purpose. Let's get it done, together!

I come with a positive attitude and take care of myself to be able to care for others. I spread kindness and I am mindful of the needs of others. I listen more than I speak.

I give more than I take. I show up as human, bring my heart to work and carefully build trusting relationships. I reflect on my behavior and address my shortcomings.

I take on different roles: Sometimes as participant. Sometimes as facilitator. Sometimes I lead the way.

I contribute what is of most value to all. I share all relevant information and take care that others can take over my roles.

ALL-INCLUSIVE PRICES

In the case of all-inclusive offers, the price includes preparatory meetings, arrangements, inquiries, information preparation, meticulous methodical preparation

etc. for the duration of the project.

For new projects, the first evaluation and exchange session is free of charge (see «Evaluation & Briefing»).

WORKSHOP SIZE

Costs for more participants or languages other than German and English on request. For every 12 participants, 2 facilitators are generally involved.

WORKSHOP SPACE

All workshops are conducted online on Miro (whiteboard) and Zoom (or teams). Other spaces and configurations upon request.

COLLABORATION

Our understanding of good collaboration is based on the manifesto «Making Purpose Work».

TERMS OF PAYMENT

net, plus 7.7% Swiss VAT for projects conducted in Switzerland

50% retainer at the time of order,

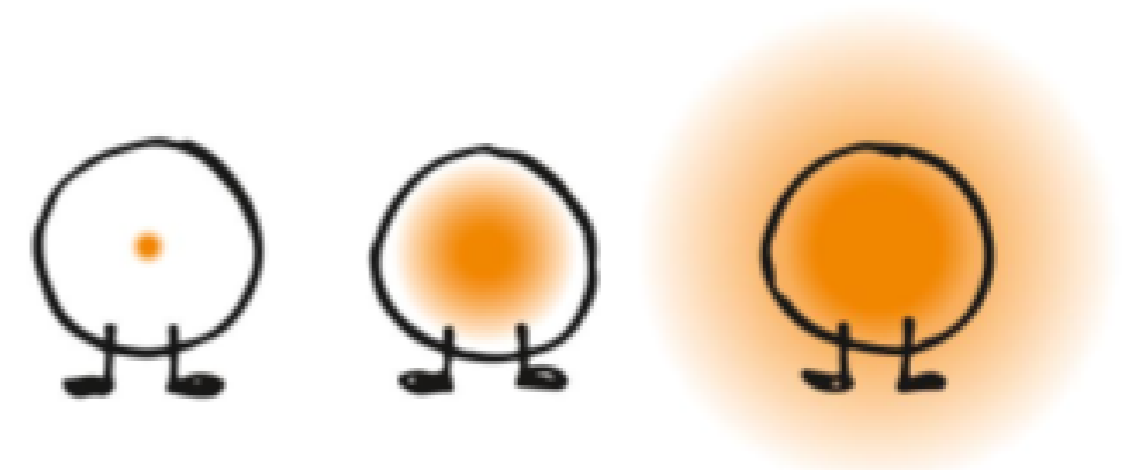
50% after workshop

for larger projects interim invoices

in case of high external costs 100% of external costs billed in advance.

Subject to change without notice.

If you have any questions, please ask at any time.



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We make purpose work.

We are empowering people, teams and organisations to find and pursue their purpose.

We are discovering the knowledge of excellent collaboration and making it accessible to everyone.

Purpose of Generation Purpose