



# 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

## **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,

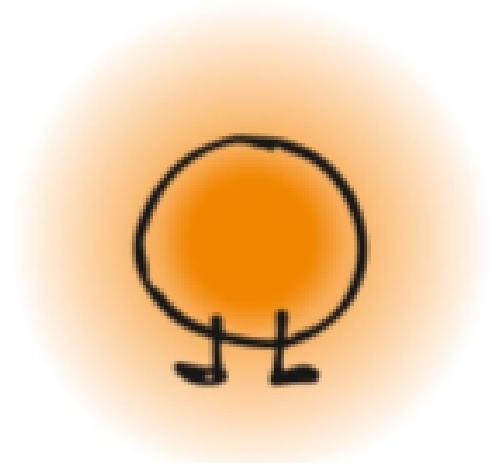
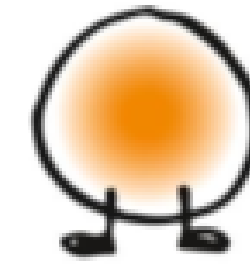
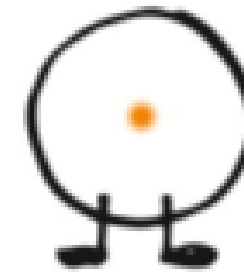
50% after workshop

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.



## **CONTACT**

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# 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.

**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**