

Purpose is a key success factor for high performance in both individuals and teams. Under pressure, purpose is either our greatest risk or our greatest asset and therefore connection and/or clarity of personal, team & organisational purpose is crucial.

Purpose & Engagement

- 1. Healthy conflict driving commitment
- 2. Combining my purpose with the team purpose
- 3. The positive difference purpose has on procrastination

Purpose & Motivation

- 1. Understanding the incentive tipping point
- 2. Tapping into discretionary effort
- 3. Pressure sharpening competitive advantage

Purpose & Vision

- 1. Collaboration on future direction as a catalyst for ownership
- 2. Communicating purpose clearly when the pressure is on
- 3. Clarity on why this team exists and its role in the broader mission and vision execution







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