CreativeHuddle

EXERCISE

TIME 20 min

GROUP 1-12 people

Leadership

Finding Your Why

Surface what gives your work meaning.

THE IDEA

Before any group conversation about purpose, surface what gives your own work meaning. Three private prompts help you locate what energises you, what you value, and the impact you want to have.

Materials. Pen and paper.

1 Three questions

Reflect on your own first

The part of your work you would miss most if it disappeared tomorrow.

The last time you felt genuinely energised, and what made it that way.

The impact you want to have on the people you work with.

2 What gives my work meaning

One thing you noticed

The title draws on Simon Sinek's *Start With Why* (2009) and *Find Your Why* (2017), written with David Mead and Peter Docker.

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WORKED EXAMPLE

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1 Three questions

Reflect on your own first

The part of your work you would miss most if it disappeared tomorrow.

Running workshops with clients, when an idea clicks and everyone can see the campaign for the first time.

The last time you felt genuinely energised, and what made it that way.

Last month's launch workshop for the bakery chain. The store managers built the plan themselves and left knowing what to do on Monday.

The impact you want to have on the people you work with.

I want people to leave a meeting with me clearer than when they arrived, and confident enough to take the next step on their own.

2 What gives my work meaning

One thing you noticed

All three answers are about helping people see an idea clearly and make it their own. That's the part of my job I want more of next year.

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