

# Transformation Jenga

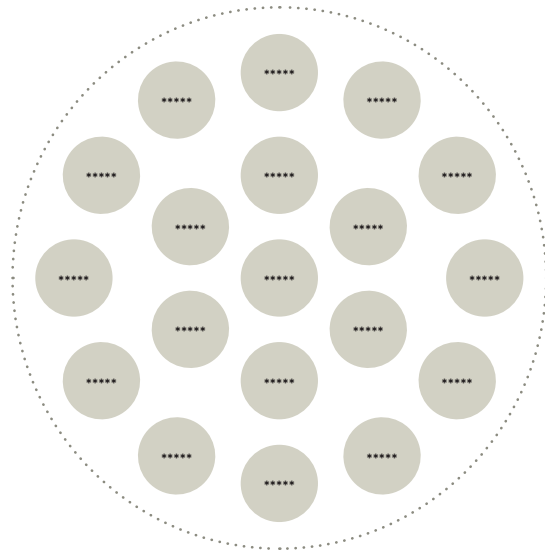
The objective of this exercise is to find what's most essential to the identity of your organization—your Seeds of Purpose—as you design a transformation.

## Step 1 | Preparation

In each circle, write down defining elements of your company. Don't be too critical of your ideas—jot down anything that comes to mind.

### Hint:

What is your company known for? What are some of its priorities? What are its key offerings? What is its origin story?



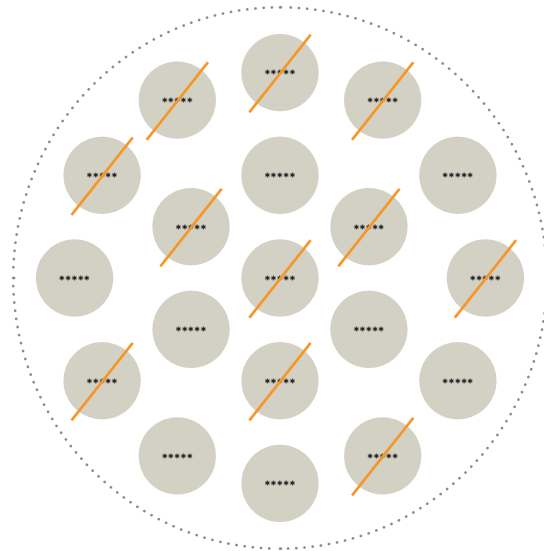
## Step 2 | Jenga

After you've filled out the circles, begin to judge whether each one is essential or non-essential to who you are as an organization.

Cross off the circles that you consider to be non-essential. Continue until you're left with only elements that feel crucial to keep.

### Hint:

"Non-essential" doesn't mean unimportant. Instead, it suggests that the element is not a fundamental, defining characteristic of who you are as a company.



## Step 3 | Reflection

The elements that you've crossed off are Opportunities for Innovation—things you could change without compromising the core identity of your company. What's left unmarked are your Seeds of Purpose—your organization's fundamental qualities.

Here are some questions to consider as you use this exercise to help you in your transformation journey:

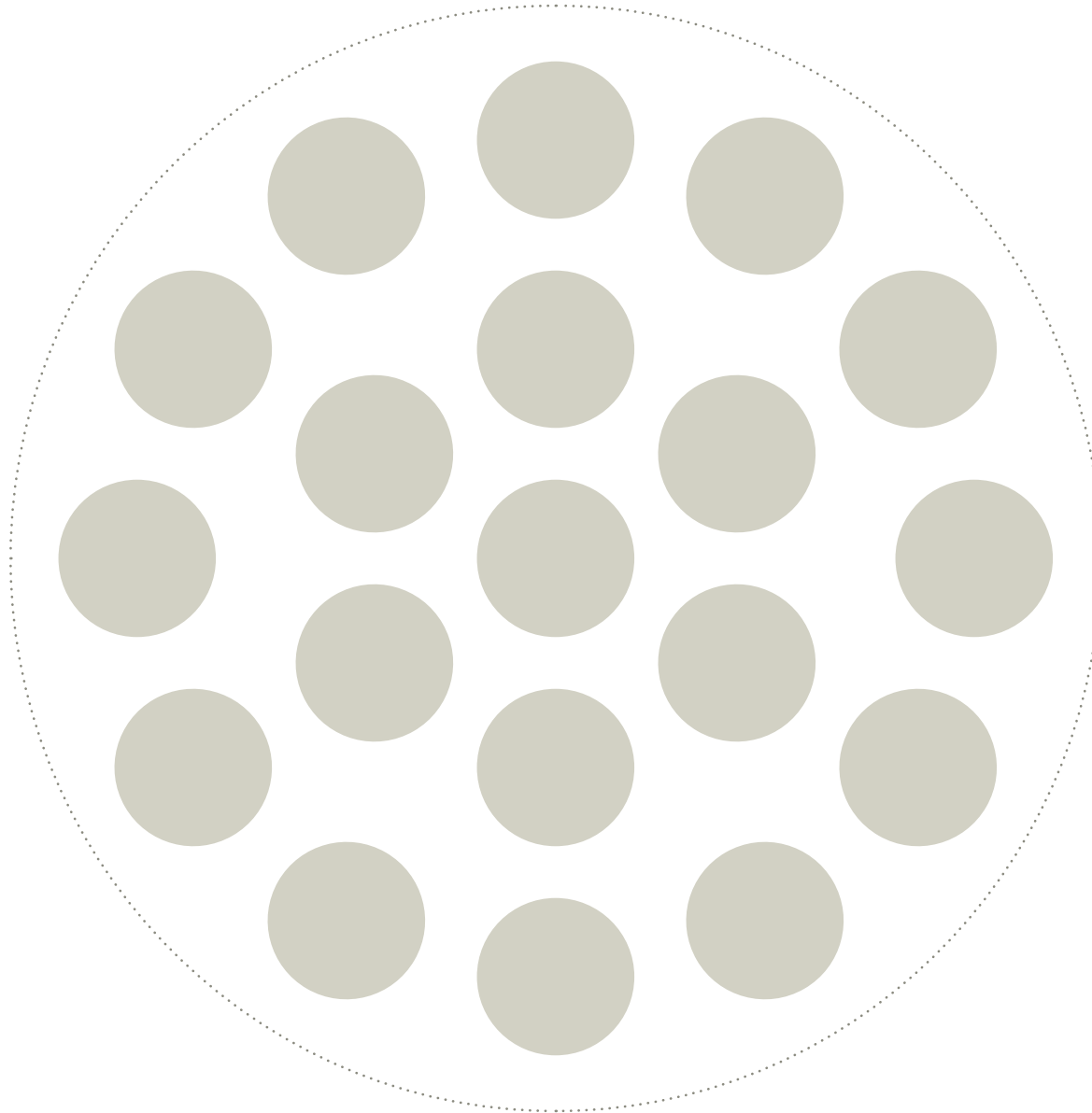
### Seeds of Purpose:

- + Looking at what remains, what makes them essential elements of your company?
- + What commonalities exist among the essential elements?
- + What do they suggest about why your company exists in the world—its purpose?

### Opportunities for Innovation:

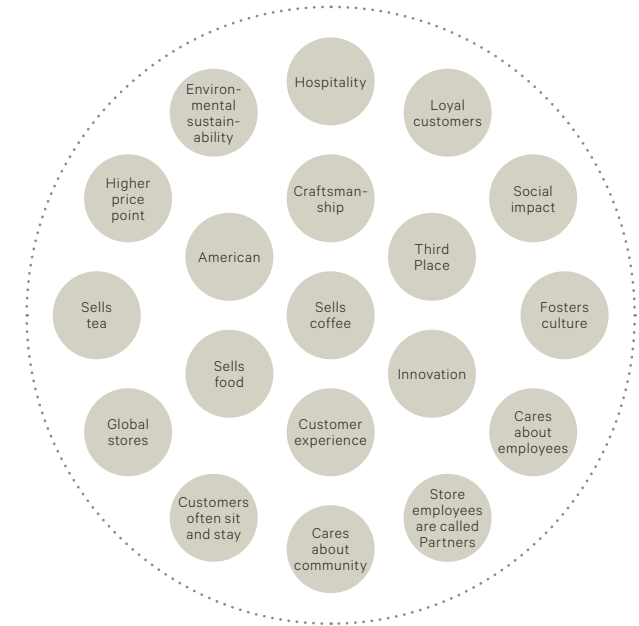
- + What were considered to be non-essential elements? Why?
- + What might you change about these elements in order to strengthen your organization (such as its culture, offerings, brand) or society?
- + What do you want to leave behind in a transformation? What do you want to keep?

## Transformation Jenga worksheet



## Example of Transformation Jenga

What is essential to Starbucks?



## About SYPartners

SYPartners helps human beings, organizations, and societies build the capability to become more vibrant versions of themselves—so they can constantly transform and have positive impact in the world.

We are based in San Francisco and New York, and are a founding member of kyu, a collective of best-in-class creative firms.

To learn more, visit [www.sypartners.com](http://www.sypartners.com) or reach out to [info@sypartners.com](mailto:info@sypartners.com).