

# Teams *with* Hugo

— RESOURCES —

Building Your Team Vision and Mission

# Creating a shared vision and mission for a team

There is no simple exercise that will get it done. It can take several sessions, and even full day team building activities to develop the vision and mission for your team.

In this booklet, I share five exercises that can help guide your team and translate the discussions and output into an empowering & engaging vision and mission shared and lived by everyone.

Also, important to mention that different teams can have different ways of defining their vision and mission:

- Some teams have a vision and a mission defined
- Some teams merged the vision and mission into a single purpose statement
- Some teams prefer to write their mission and vision the “why, how, and what” methodology

**It's important that whatever you define, fits the context of your team and organization.**

# Exercise 1: Team Canvas

<p><i>Who helps you</i> (Key Partners)</p> 	<p><i>What you do</i> (Key Activities)</p> 	<p><i>How you help</i> (Value Provided)</p> 	<p><i>How you interact</i> (Customer Relationships)</p> 	<p><i>Who you help</i> (Customers)</p> 
	<p><i>Who you are &amp; what you have</i> (Key Resources)</p> 		<p><i>How they know you &amp; how you deliver</i> (Channels)</p> 	
<p><i>What you give</i> (Costs)</p> 		<p><i>What you get</i> (Revenue and Benefits)</p> 		

## Flow:

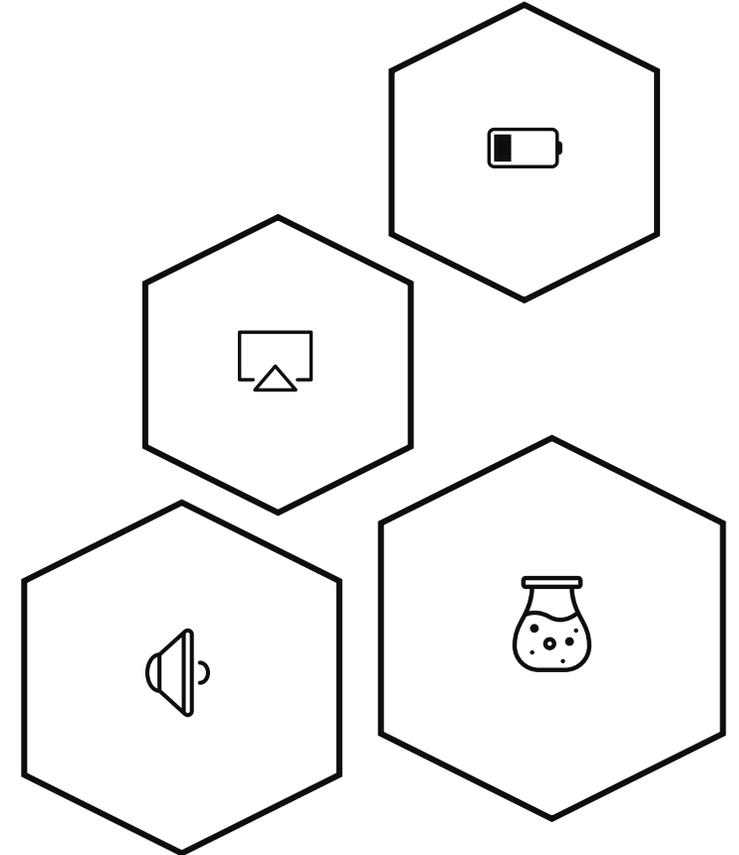
1. Start by introducing the Business Model Canvas, and especially the Personal Business Model Canvas (check online resources to get familiar with it)
2. Have each team member fill their Personal Business Model Canvas and share their personal output in pairs.
3. Once the pair exercise is done, ask the team to split into small groups (ideally 4 people). Each small group will have to fill the Personal Business Model Canvas. They will have to fill the Canvas thinking as if the entire team (e.g. Sales team) was one person.
4. Once all small groups complete their Canvases, have them share to the entire team. After this is completed, host a debrief looking for patterns across all the shared Canvases.
5. A further step can be taken if wanted. Select a consolidation team to work on a final Team Canvas, summarizing all the input from the small groups. The consolidation team presents the outcome to everyone and then you can make it official and visible to the team at all times.

# Exercise 2: The way of being of the team

## Flow:

The concept is to have a 360 overview of how the team behaves in the different aims of life.

1. Explain the main aims, as described shortly below:
  - **Physical Health** = What activities and behaviors does the team have (individually and especially in group) to keep a good physical and mental health?
  - **Quality of life experiences** = What experiences have individuals and the team experienced that brought joy and happiness?
  - **Development ambition** = How do individuals in the team develop new skills and harness current ones?
  - **Energy levels** = What gives the most energy to the team and what drains energy out of it?
2. Split the team in four groups, each taking one of the aims mentioned above. Have each group write down their thoughts individually, and then share within the group.
3. Once done, all groups have the chance to put their output visually (in whatever format) and take rounds of “speed dating”. The purpose of this step is for the outcome of each group to be enhanced by the other team members.
4. After the speed dating round is done, have each group review the feedback received and update their output.
5. Once the new output is created, share with the rest of the team. As a team leader, you can close the exercise by taking notes of what can the team start, stop, or continue doing to be at its best.



# Exercise 3: If the team would not exist...



## Flow:

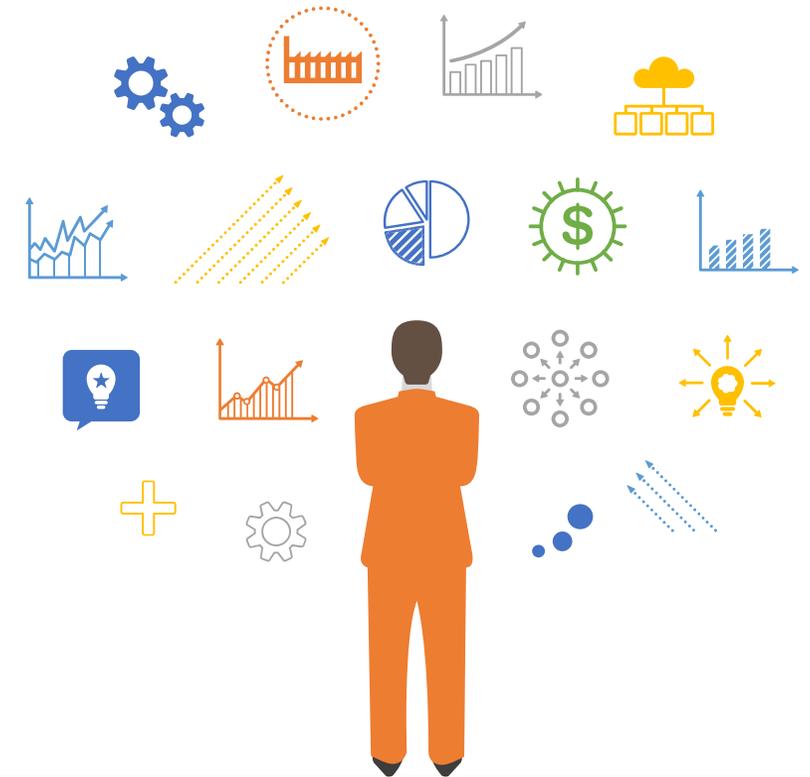
1. The main question to address is simple: “If the team would not exist, what would the <organization / customers / partners / society> be missing?”
  - The question addresses different stakeholders and they can be added or removed depending on the setup you have.
2. Setup a brainstorm session with plenty of post-it’s where the team (as a whole or in smaller groups) goes through the question and explores answers on what would the different stakeholders be missing if the team would not exist.
3. All angles are accepted: team behavior, deliverables, skills, and even a throwback to the team business model canvas (if executed before).
4. Close the exercise with a debrief on what the team has learned about their relevance and value.

# Exercise 4: Stories of the future

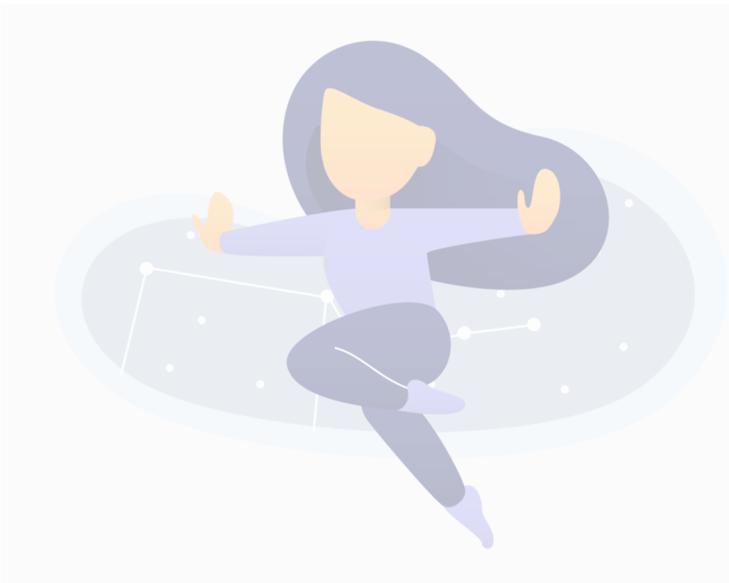
## Flow:

Stories of the future is an envisioning exercise.

1. To get started, define the period in which the stories will be focused on (e.g. this year, five years from now).
2. Ask each team member to draw on a paper (A4 or A3) 6 squares: 3 at the top and 3 at the bottom.
3. Ask each team member to draw in each square moments they want to experience in the defined period (see above, another example: “Between this moment and a year from now”).
  - The moments can be individual, team, or company related. It can also be specific milestones. It’s completely open to their view.
4. Once done, have everyone share in pairs, or in smaller groups, according to the size of the team. In this period, also make sure all team members take notes of common themes across all stories.
5. To close the exercise, have the whole team share what story themes they found in common, and what inspired them the most.



# Exercise 5: Superpowers



## Flow:

Superpowers are the characteristics that makes someone stand out, the most visible skills, and traits that someone demonstrates when they are at their best.

1. To kick-off, ask each team member to write on a post-it note one a characteristic that stands out for each of their colleagues (1 post-it per team member)
2. Once done, ask everyone to go around the room, and place their post-it notes on the back of each respective colleague.
  - PS: Sometimes it doesn't stick, so you can also have everyone collect the post-it's in their hands
3. Have the team members, individually, read the post-it notes received and connect with what they think is their main superpower.
4. Once they finalized the above, ask them to think on how to act out their main superpower (like Pictionary).
5. Split the team into smaller groups and ask everyone to act out their superpower. If the team is small, it can be done with the entire team. This will be good fun!
6. To close well, ask the whole team to share how the exercise made them feel and what inspired them the most.

# Final recommendation, tips to craft the vision and mission 😊

## Guidelines:

1. It should be simple, easy to understand, and empowering.
2. Should not just be about what the team can deliver professionally, but also its personal contribution—such as the inclusion of team values and behaviors that stand out.
3. It should be sharp and composed by short sentences. Can be just one, several, depends on the style and what works best for you and your team.
4. It's recommended to be accompanied by the team promise: a set of deliverables that can also help define the way the team behaves and performs. *E.g. "Provide a voice for everyone in the team"*
5. Enjoy the process!

## Some examples for inspiration:

### *ESPN Media Team*

The Programming Department's purpose is to create, acquire, and schedule premier content to engage fans and maximize audiences on all platforms.

### *Duke Real Estate IT Team*

The purpose of the Information Technology Department is to support Duke Realty's business strategy through the development, implementation and management of its technological resources.

### *McDonalds Creative Services Team*

The Creative Services Department's purpose is to help grow the McDonald's business through creative, cost-effective, face-to-face and electronic communications support.

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