

Moving fast with purpose

Virtual
Insight
Summit



zappi

Voxpopme

Facilitated by:



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Studio abstract:

Pace can be good. But moving fast without purpose is a recipe for disaster. In a world where we expect everything quickly, how can we better use purpose to avoid costly mistakes?

Instructions:

Use these prompts and the space provided to plan out a customer-centric experiment. Share your thoughts with colleagues afterward or save them for your own reference.

1 What does purpose mean to you?

2 Do you have an example of how purpose has helped deliver superior results at work or in other parts of your life?

3 What was better about that experience? List a handful of attributes or outcomes and be as specific as you can.

4 Think of a project you have worked on recently that could have benefited from clearer purpose.

- What benefit would a clearer purpose have provided that project?
- When, how, and with whom would you have gotten better alignment on purpose?

5 How can you more consistently deliver against purpose on every project, in every team?