



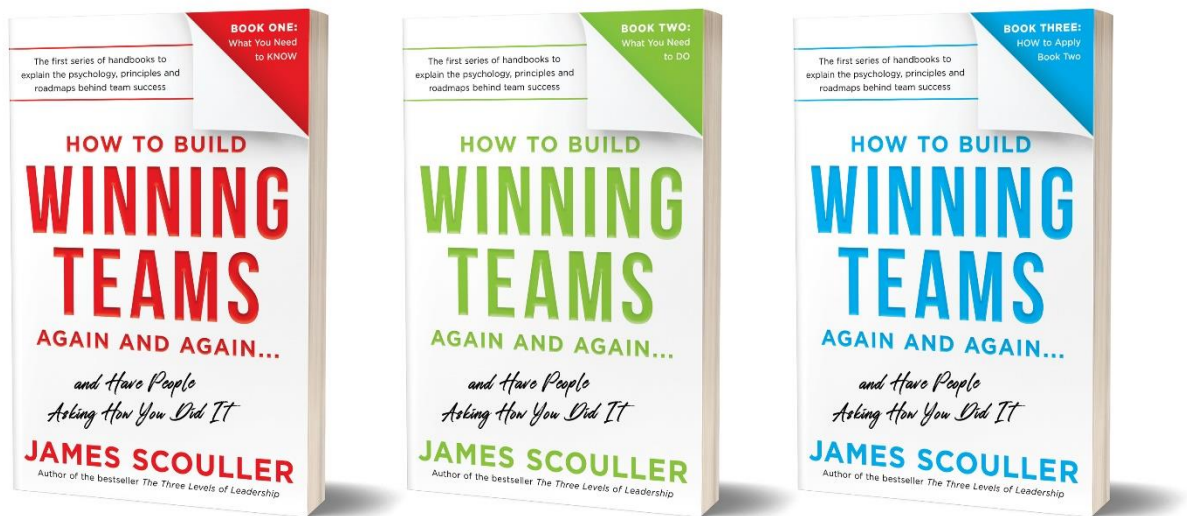
SEVEN-PRINCIPLE (7P) MODEL

04 Motivating Purpose worksheet

From James Scouller, author of the trilogy, **How To Build Winning Teams Again And Again**

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SEVEN-PRINCIPLE ACTION MODEL: MOTIVATING PURPOSE WORKSHEET

Problem, Goal, Metric & Scorecard Worksheet

Stated as a question to engage a creative response, **what is the biggest single problem, issue or challenge we as the [NAME] group are facing in [PERIOD]?**

Then turn this into a themed goal with a supporting scorecard using these questions...

(1) Number One Goal

What is the number one goal, framed succinctly as a theme, that all of us really care about, and must deliver in the next [NUMBER] months, if we're to serve our organisation superbly?

Check #1: no standard operating goals!

- (a) Is this something that's **always** important to us? [Don't want a "yes" answer]
- (b) When are we **not** worried about that? [Don't want a "never" answer]

Check #2: controllable and really important?

- (a) "We have a **high degree** of influence/control over it." [Need a "yes" answer]
- (b) "If we don't accomplish it, we will have **failed**." [Need a "yes" answer]
- (c) "If we don't achieve it, [UNIT] faces **significant risk**." [Need a "yes" answer]

(2) Metrics + Scorecard

- What are the 1-3 metrics (at most) we'll use to tell us whether we've succeeded in achieving the goal ... or are on the way to succeeding?
- What targets and deadlines will we set for each metric? [Compared to today's position]

(3) Check #3 (does this unite and galvanise us?)

- Is the intent behind our #1 themed goal crystal clear to **all** of us? [Need a "yes"]
- Does it have enough emotional appeal to create a sense of urgency in **all** of us? [Need a "yes"]
- Do we have clear targets that inspire action, direction and commitment in us **all**? [Need a "yes"]

