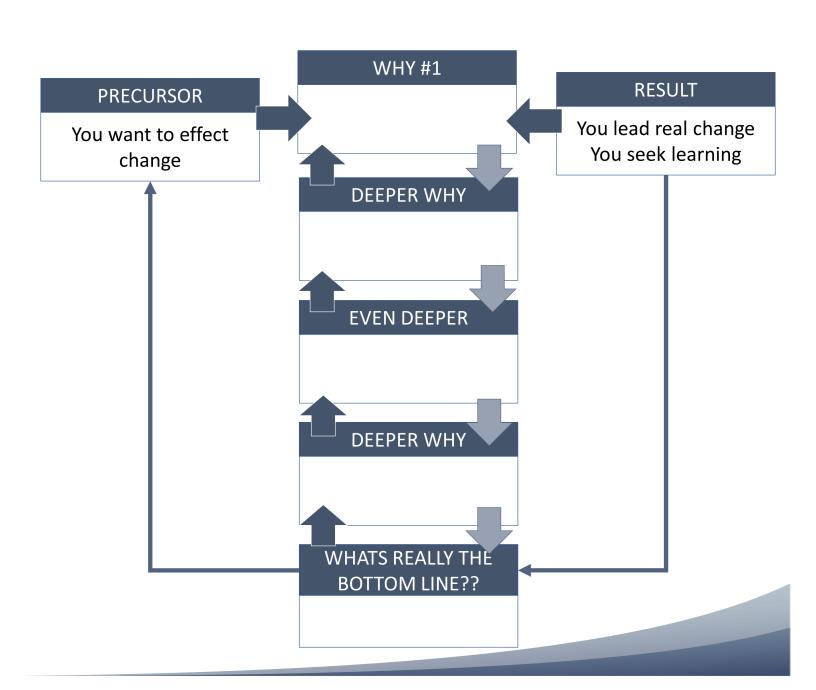


Mapping One's Purpose

This tool can be used to engage staff in change efforts by connecting their personal why to the why of the implementation or innovation effort you are working on in order to motivate and reduce the natural resistance that happens when people are asked to engage in change.

Prompt Questions

- What drives you to do this work?
 - Why is this important to you?
- What do you get out of this work?



EXAMPLE



Mapping One's Purpose

Prompt Questions

- What drives you to do this work?
 - Why is this important to you?
- What do you get out of this work?

WHY #1 RESULT PRECURSOR Our outcomes need improvement You lead real change You want to effect You seek learning change **DEEPER WHY** We are struggling with implementation and change work. **EVEN DEEPER** I believe in implementation as the means to effectiveness **DEEPER WHY** Our agency has a duty to be more effective WHATS REALLY THE **BOTTOM LINE??** I need to leave an organization better than when I found it.