

SHARED UNDERSTANDING:

SOUL SHAPES FUTURE

Objective:

Create a multi-dimensional picture of the company/organization's future 18-24 months ahead, aligned with the shared purpose.

From:
Soul Stakeholders

To: *Soul Transformers*

The Approach

For a transformation to take hold, accelerate and sustain two critical groups of people have to be engaged simultaneously – ‘Leaders’ and ‘Influencers’.

The ‘Influencers’ in any organization are vital to effective transformation – they are the bridge between the leadership and the rest of the employees and are capable of acting as ‘authentic catalysts’ - equally, they are potential barriers to change if they are not fully imbued with the Purpose.

In this sense, they become - together with the Leaders - the Soul Transformers. Critically, they also – via the ‘Story to Come’ - hold the leadership team to account, which in turn generates cross-organization transparency and trust. Which in turn drives aligned, accountable, interdependent, innovative behavior, sustainably.

THE EXPERIENCE	‘The Story to Come’ is structured around three 1-Day Sessions (each 7-10 days apart) with the ‘Influencers’ & a 1-Day Joint Session with Leaders & Influencers	
SESSION 1	SESSION 2	SESSION 3
<p>The objective is to align personal Purpose with the company or organization’s Purpose. Equally, it is to create a common bond amongst the ‘Influencers’ & a unifying sense of collective Purpose</p> <hr/> <p>The ‘Influencers’ are split into teams & each team is briefed to create ‘The Story to Come’, a multi-dimensional picture of the organization, aligned with Purpose, 18-24 months into the future.</p>	<p>The respective ‘Influencer’ teams then share their ‘Story to Come’. The ‘listening’ teams are briefed to look out for areas of alignment & ‘big, transformational’ ideas. All teams feedback.</p> <hr/> <p>The teams are briefed to develop the Purpose ‘critical’ content within their stories as well as to fine tune their ‘Story’ for sharing with the Leadership sponsors</p>	<p>The teams draw from the content of their ‘Stories’ to define the ‘Soul Demands’ they wish to make upon the respective members of the Leadership/Senior Management team, by function e.g., Finance; HR; COO; Operations; Mktg. etc.</p> <hr/> <p>These ‘Soul Demands’ form a critical part of the ‘The Soul Transformation BluePrint’ that drives the next phase - ‘Shared Behavior – Soul Drives Performance’</p>

SESSION 4 - JOINT SESSION

- The 'Influencers' share their 'Stories to Come' with the Leaders
- The Leaders feedback & discuss with the 'Influencers' what critical actions to take to drive the 'Soul System' transformation forward
- The 'Influencers' then share the 'Demands' with the Leaders
- Leaders have 1 week to respond with their 'Soul Pledges', the second critical component of 'The Soul Transformation BluePrint'

Takeaways

- This transformational narrative leaps over the immediate barriers & challenges facing the business & yet is rooted in Purpose & reality
- Reprioritizes & focuses critical decision making and actions
- Galvanizes interdependent leadership behavior
- Generates transparency & mutual accountability, company-wide
- Creates a 'living story' that inspires internally & externally
- Provides the content that will fuel 'Shared Behavior'
- Accelerates the fulfilment of the 'Soul System' & so drives performance