

MASSIVE TRANSFORMATIVE PURPOSE

The aim of this exercise is to work together to focus on where you want to go and what you want to achieve in terms of energy and well-being at work.

STEP 1: Please answer the following WHY, HOW and WHAT questions.

STEP 2: Use your answers to define your organisation's "Massive Transformative Purpose" for energy at work, or your big, ambitious, transformative goal. Try to put this in a short but powerful slogan.

For example: Boost our employees' well-being by focusing on their energy levels.

WHY do we want to work on energy at work?

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HOW do we want to work on energy at work?

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WHAT will we do to achieve this?

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Our big, ambitious, transformative goal in terms of energy at work:

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