



## Module 1: Frame a team culture

### DEFINE A MISSION

If you identify what needs to get done to reach your goal, you'll be able to make hard decisions to stay on track.

#### The problem

What is the struggle your team is trying to overcome?

#### It should

- ✓ Give a common goal.
- ✓ Be not fair or right.
- ✓ Reflect a struggle

#### The solution

What is your team going to do to solve the problem?

#### It should

- ✓ Set a course of action.
- ✓ Be memorable.

#### The stakes

What will happen to whom, if the team doesn't act?

#### They should

- ✓ Create a sense of necessity.
- ✓ Define the odds.

#### Examples of missions



T-shirts absorb sweat until they become an athlete's performance nightmare. We decided to wage war against everyone's favourite fabric, cotton, so athletes can answer the call and protect their house.



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