

IP BEST PRACTICES

Define your Why

A best practice shared by Cornelia Schlatt.

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Define your Why

Encourages teams to connect with a shared purpose by visually defining their WHY, fostering alignment and strengthening motivation.

Key steps

Engage participants by selecting and presenting images that represent their personal WHY, forming small groups to create a collective visual.

Facilitate discussion and a voting process to determine the most compelling representation, with the winning team articulating their WHY in a short written statement.

Scale the process across divisions in larger organizations, culminating in a company-wide vote to define the Company WHY.

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