

## Media Release

WorldsView™ Consulting  
Media Release date: Tuesday 17 February 2009

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### **Smart organisations, smart teams – all with a purpose**

Amid the pressures of the current global economic conditions, are organisations taking time out to recognise that people are their most valuable resource? Judging by the 58 organisations that sent representatives to the Cape Town launch of Purposeful Teams™ on 12 February, the answer is yes.

The 58 organisations represented at the Cape Town launch ranged from Allan Grey, the Departments of Public Works, and Social Development, the Mandela Rhodes Foundation, Old Mutual, Petro SA, Portfolio Managers, Prudential, Telkom, the Universities of Cape Town and Stellenbosch, and leading retail groups.

Smart organisations recognise the opportunity presented by the current global challenges to engage people and ‘mine’ the wisdom from that valuable resource – a resource that requires effective leadership and teamwork now, and in the future. The question is how does one align individual actions and accountability behind the organisation’s strategic goals? Purposeful Teams™ does just that.

Purposeful Teams™ is a fast-acting and powerful intervention that awakens effective team performance. It places the team within the organisational context and leverages the organisational mandates into the purpose of the team – contextualising the reason for its existence. The fact that a strong common purpose is the common denominator and the most fundamental aspect for optimal team functioning, is often overlooked in team development.

Participants at the launch recognised that Purposeful Teams™ requires leaders and team members to take a step back and ensure that there is a clear mandate. The intervention accelerates the implementation of appropriate execution strategies and action plans, encourages high performance and rapid results, and averts potential derailing and adverse relationship issues. Learning outcomes include identifying key milestones, integration, and engaging team members in meaningful conversations.

What individuals who have experienced the Purposeful Teams™ intervention, say:

- A fresh start for this team.
- We have never felt so much clarity and direction.
- I appreciate the openness of conversations and the opportunity to connect to team members as human beings.
- I thought my challenges were individual or personal – now that I have heard that the team shares them, we can work together to create a different future.
- How is it possible that we have come so far without really looking at our purpose – without asking ourselves what that MEANS?

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WorldsView™ Consulting's challenging brand of interventions has contributed to growing businesses and people to cope with rapid change – growth that starts with conversations, the single most important business process. Its leadership intervention, The Nine Conversations in Leadership™, grows leaders and transforms organisations through a series of facilitated, structured, rich conversations – across the entire organisation – to impact on many as opposed to one or two people.

The interventions work in the realms of knowing – the head which builds knowledge and understanding, being – the heart which prompts value-based reflection, purpose, self-awareness and self-management, and doing – the hands which guide conduct, behaviour and results.

During the roundtable dialogue at the Purposeful Teams™ launch participants' identified that the intervention will provide them with valuable time and space for ideas generation, contribute to managing their own energy and the energy of their teams. They also identified that the intervention clearly defines alignment of the three realms of leadership competence to achieve the strategic goals of their organisations.

Learning Outcomes for individuals in the Purposeful Teams™ intervention:

- Alignment to purpose as a driver of performance
- Renew focus on important organisational objectives
- Key milestones to achieving purpose defined
- Integrate task, relationship and process
- Meaningful conversations and action plans
- Individual and team commitments.

Clarity and direction – words used by those who have experienced the intervention since its Gauteng launch – are the key principles for the development of purposeful teams.

## [www.worldsv.com](http://www.worldsv.com)

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The following images of the Purposeful Teams™ intervention launch in Cape Town, including the interpretations by visual artist James Durno, can be found on [www.worldsv.com](http://www.worldsv.com) – for high resolution versions please contact [Tarryn@marketingfanatics.co.za](mailto:Tarryn@marketingfanatics.co.za)



Submitted on behalf of WorldsView™ by



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