

Worksheet

The Edge Team Training

Module 2 – Session 1

Here are some keys as you lead your team through this exercise:

1. Our goal here is to simplify complex concepts so that they are accessible to everyone. Complexity is the enemy of clarity. Clarity might be one of the greatest gifts we can give our team. When people are clear about what they're doing, why they're doing it, and how they fit in, they can engage fully. Complexity creates a fog that is difficult to see through, and this fog creates chaos. Growth creates complexity which demands simplicity.
2. Give your team a bold cause to join – give it meaning – unreasonable commitment to something that should be.
3. Bold leadership refuses to be cowered out by “how.” Don't “how” an idea to death.
4. What do we believe is impossible in our field, but if it could be done it would change our industry?
5. If we are going to be game changers we need to become clear about 3 key things:
 - What are we doing?
 - Why are we doing it?
 - How do I fit in? (Covered in the next session)

Step 1. What are we doing?

What are we doing as an organization?

EXERCISE 1.

Ask each team member to write down the answer to the question. Every person needs to share **IN ONE SENTENCE ONLY**.

RED FLAG:

- 1) If people start talking and cannot say it in one sentence, you have some work to do.
- 2) The team should memorize the same sentence or phrase.

Write down the final agreed upon sentence or phrase:

(Example: The Edge: "We provide online training to leaders and their teams so that they can become high performance teams that find meaning in their mission and life in their culture.")

Step 2: Why are we doing it?

Why are we doing this? What is the passion behind why we do what we do?

EXERCISE 2.

Ask each team member to write down the answer to the question. Every person needs to share IN ONE SENTENCE ONLY.

RED FLAGS:

- If people start talking and cannot say it in one sentence, you have some work to do.
- The team should memorize the same sentence or phrase.

Write down the final agreed upon sentence or phrase:

(Example: The Edge: "We want to change the way organizations are led to become life-giving to their teams and empowering to their careers.")

Step 3: Make it Permanent

Ask your team to memorize the final sentence or phrase:

- What are we doing?
- Why are we doing it?
- Their one-line job description.

EXERCISE 3. Ask each team member to share these 3 statements with the whole team. This is important because:

- They need to hear themselves say it.
- You are normalizing these sentences – AND NOT a slight variation that are “more or less” correct.
- These sentences are critical building blocks for the rest of the season's training. They will inform your marketing strategies, products, services, how you hire, how you promote, and how you build your vision moving forward.