

WHAT YOUR FOLLOWERS WANT YOU TO KNOW....

It can seem so obvious that it is easily overlooked or even forgotten. However, unless we followers understand the *raison d'être* of the team, department or organisation, then how will we know what 'great' (or even 'acceptable') looks like?

As the leader, write what YOU consider the purpose (aim, goal etc) of the team to be in the box below. You may want to start it with **"We are here to..."**

Now add a little method or substance to your overriding purpose or mission statement. This can be narrative form or a few concise bullet points. You may want to start this section with **"We will do this by..."**

Not essential, but for clarity of consequences, some leaders add: **"If we fail in our mission, then..."**

Once you have your definitive answers, give the same questions to your followers. Ideally get them to complete their answers with no discussion between them. Remember, let them know that this is not to catch anyone out. If anything, take responsibility and apologise to them for not being clearer with such an important element of communication.