



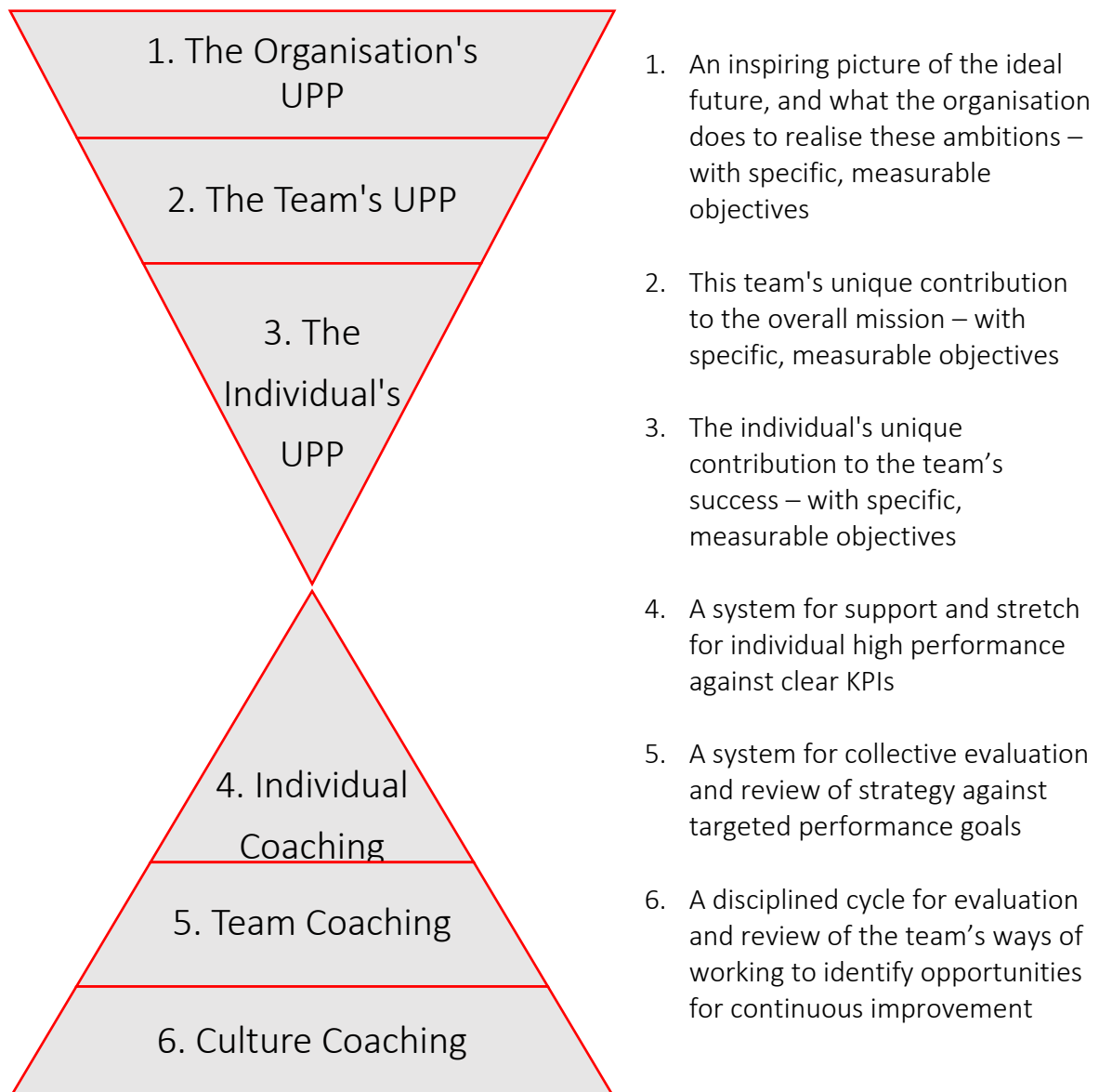
'Level-UPP on Purpose™' - Team Coaching Model

To improve individual, team and organisational performance, **purpose** must be clear. One way to achieve this is to distinguish between 3 levels of purpose:

- The wider organisational purpose
- The narrower, and more tightly defined team purpose
- The even more specific individual purpose

At each of these levels you want to be able to articulate the '**Unique Purpose Proposition**' – the *unique contribution* that this particular entity makes towards the overall mission.

'Level-UPP on Purpose™' - Team Coaching Model



CLARIFY



ENERGISE



ENCOURAGE



STRETCH



CEES MODEL™

Activity / What are the 3 levels of purpose for you in your context?

What rhythms and routines do you need to enable Individual and Team support, stretch and review?