

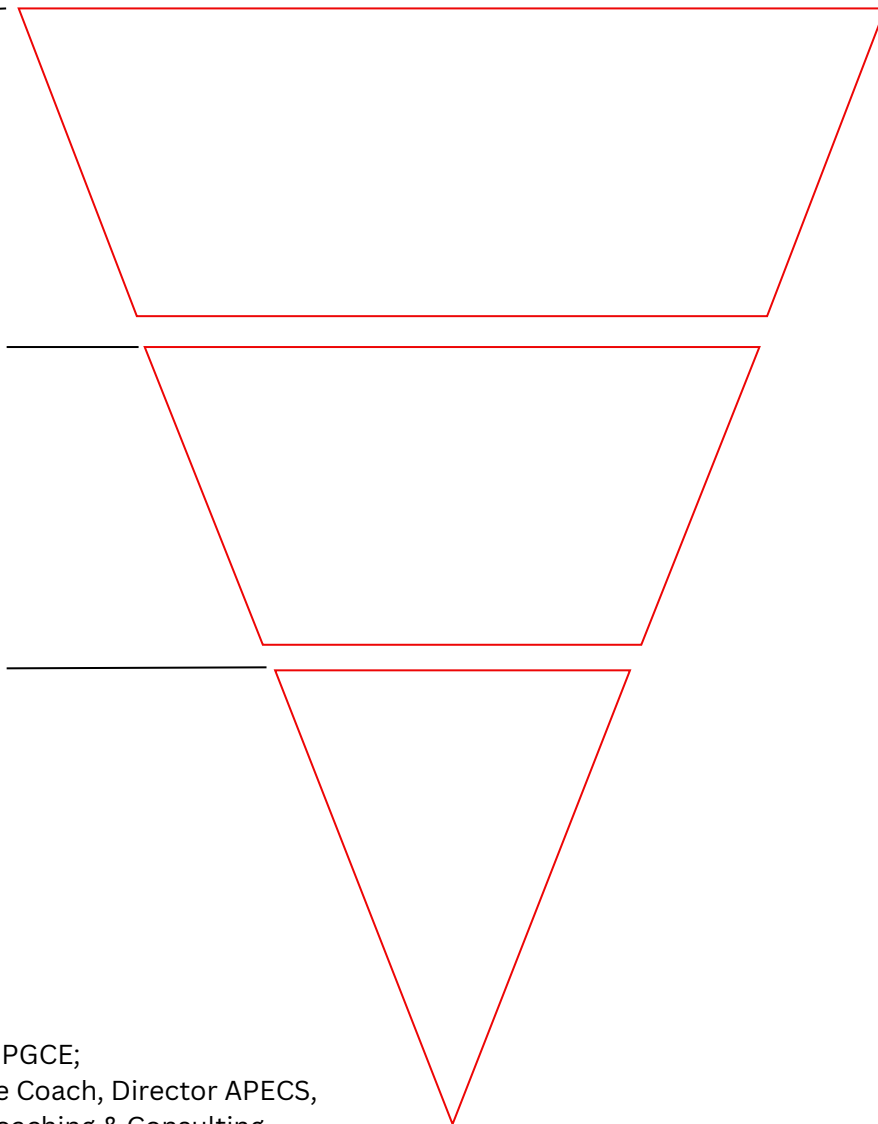
## Level-UPP on Purpose™ - Team Coaching Framework

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, 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 1:  
Organisation

Level 2:  
Team

Level 3:  
Individual



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## Level-UPP on Purpose™ - Team Coaching Framework

### Level 1: Organisation



What's the Organisation's Unique Purpose Proposition?

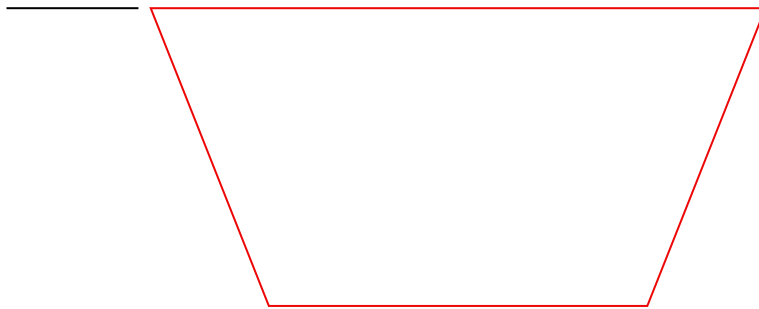
- Clear
- Compelling
- Vivid
- Focused
- Ambitious
- Needed

What are the top 3 milestones that the organisation is working to achieve?

- meaningful
- memorable
- measurable

## Level-UPP on Purpose™ - Team Coaching Framework

Level 2:  
Team



What's the Team's Unique Purpose Proposition?

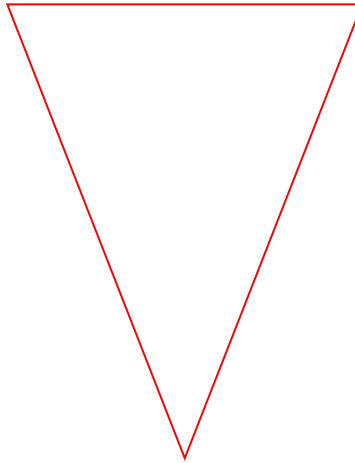
- Clear
- Compelling
- Vivid
- Focused
- Ambitious
- Needed

What are the top 3 milestones that the Team is working to achieve?

- meaningful
- memorable
- measurable

## Level-UPP on Purpose™ - Team Coaching Framework

Level 3:  
Individual



What's the Individual's Unique Purpose Proposition?

- Clear
- Compelling
- Vivid
- Focused
- Ambitious
- Needed

What are the top 3 milestones that the Individual is working to achieve?

- meaningful
- memorable
- measurable