

WHY THIS WORK MATTERS

A 10-Min Guide to Strengthen Team Connection and Shared Purpose

GUIDE 1: STARTING THE CONVERSATION

This conversation is part of the 10-Minute Team Conversation System — short, structured discussions built into meetings teams are already holding.

This specific conversation helps teams reconnect to the bigger picture. When work gets busy, pressured, or routine, it's easy to focus only on tasks. Over time, that can weaken a team's sense of shared purpose. People may still do their jobs well, but the deeper connection to why the work matters can fade. Connection grows when teams regularly pause to remember:

- Who benefits from our work
 - How our roles fit together
 - Why what we do makes a difference
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10-MINUTE CONVERSATION AGENDA

1 Minute | Set the Tone

Leader Open: “Let’s pause for a few minutes to talk about why our work matters. When we’re focused on tasks and deadlines, it’s easy to lose sight of the bigger picture. This conversation is just about reconnecting to the impact of what we do and how we fit together as a team.”

4 Minutes | Spark Discussion

Discussion Prompt: “Think about a recent moment at work when you felt proud of what you did — even if it was small. What happened?”

4 Minutes | Agree on One Team Norm

Discussion Prompt: “Based on what we just shared, what’s one small thing we could do regularly to remind ourselves that our work makes a difference?”

1 Minute | Close the Conversation

Leader Close: “Thanks for the discussion. I heard [insert 1–3 themes]. Let’s try a short experiment - for the next [X] weeks, let’s try [one specific behavior]. We’ll come back to this in a future meeting [set date] and talk briefly about what helped, what got in the way and what we need to adjust.”

After the Conversation | Follow-Through Guidance

- Email everyone the key themes that surfaced and the team practice you agreed to test, noting the date when the team will briefly revisit the experiment.
- At the follow-up, spend 5 minutes discussing: a) what helped, b) what got in the way, c) what to keep, adjust, or drop.

Facilitation Notes

- This does not need to be perfect. Employees don’t expect polished facilitation. They want to see leaders thinking how work feels day to day.
- If the group is large, do pair or small-group discussion before sharing highlights with the full team.