

# Shared Purpose: Building a Strong Team Together

## About the Practical Guide

This guide aims to help care teams create a shared purpose; a values-based compass to guide why a team does the work they do. The care team can be made of up many different people such as patient partners, allied health professionals, medical office assistants, pharmacists and clinicians.

The goal of this guide is for any care team member to be able to facilitate a conversation with their team to align their individual work areas and to create a shared purpose statement.

**If you want to go fast, go alone; but if you want to go far, go together.**

- African proverb

## Why Is It Important to Create Shared Purpose?

Establishing a shared purpose is a crucial first step to set teams and communities up for success in creating and responding to system change. This is particularly true of large-scale change in complex systems such as the shift to an integrated system of team-based primary and community care. If your team has already been established for awhile, it's not too late and still a good idea to create a shared purpose statement. A shared purpose enables a team to discover why a change is important to them and the work they do and helps ensure alignment of efforts.

Check out this slide deck for more information about **how** to create a shared purpose for your team.

[View Slide Deck](#)

## Getting Started

Creating a team-based culture takes work. You can be more successful as a team by working through the steps below. These steps will guide you in developing your team's shared purpose. To make it easier for you, we've also created a companion slide deck to accompany this guide, which includes speaker notes, reminders, materials and timing.

### 1. SET THE STAGE FOR YOUR TEAM

Bring up the idea of creating a shared purpose at a team meeting and share why you think it's important. Send the shared purpose document through an email or print it to share at an upcoming meeting. Talk about it with your colleagues over (virtual) coffee or on a (distanced) walk.

### 2. SEND EMAIL AND MEETING INVITE

Now that your team has an idea of what's in store for them, send them a meeting invite and email with the following details:

#### Who needs to attend?

Everyone who works on your team. If scheduling might not allow for that, be sure to gather information from team members before the meeting and then update them and ask for their feedback on the results after the meeting.

#### Length

- For groups of 10 or less people, you will need about 1.5 hours.
- For groups of 10 or more people, you will need about 2 hours.
- If the conversation is going well, be flexible and consider giving yourself more time and book a follow-up meeting to finish facilitating the companion slide deck.

#### Where can the discussion take place

- In a meeting, built into regular huddles or built into an extended huddle.
- In-person or virtually. The companion slide deck can be used in either of these environments.

#### Elevator Pitch

Did you know that teams are people who work together on how to work together?<sup>1</sup> We are a team that has chosen to use a team-based care approach to care for our patients/clients, families, caregivers and community. To be successful we need to be aligned and clear that we are working towards the same goal by making time to talk to each other about our shared purpose.

#### Here are the supplies you will need

##### IN-PERSON TEAM

- Physical space to host a meeting
- Companion slide deck (displayed & print out a copy for yourself for speaker notes)
- Flipchart paper
- Pens
- Post-it notes
- Markers or dots for dot-voting

##### VIRTUAL TEAM

- Virtual platform to host a meeting
- Companion slide deck
- Virtual whiteboard
- Instructions for team members on how to use the virtual tools



### 3. REVIEW AND PRACTICE THE COMPANION SLIDE DECK AND FACILITATION ACTIVITIES

- The companion slide deck is meant to be used when facilitating a conversation about shared purpose with a team.
- The companion slide deck can either be a starting place for you to tailor as you see fit or you can take it and use as is.



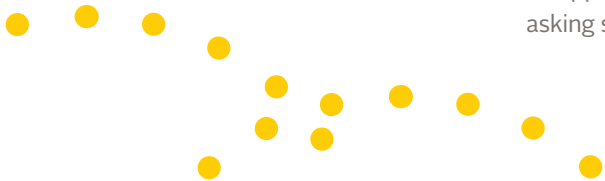
### 4. FOLLOW-UP AFTER THE MEETING(S)

- Send a follow-up email to everyone who participated and to those who missed the meeting(s) and include:
  1. A link to the slide deck,
  2. The shared purpose statement that was co-created,
  3. Notes about how your team decided to support everyone to accomplish their shared purpose,
  4. How the shared purpose will be integrated into day-to-day activities to guide your team's work and
  5. Invite everyone to share further reflections on the shared purpose statement, support and integration via email, phone or in-person and discuss these at the next team meeting.
- If possible, follow-up in-person or through a phone call with those who missed the meeting(s) so you can address any questions or thoughts they may have.
- Set aside time at your next team meeting to review, validate and discuss as a group any new ideas or proposed changes to the shared purpose statement, support or integration to ensure you have accurately captured your team's thoughts.



### 5. KEEPING SHARED PURPOSE ALIVE AND RELEVANT

- Once you have created your shared purpose as a team, integrate it into your work or display it where you work to continue to guide your team. For instance, it could be added as a standing item to your meeting agendas. People could reflect on how well the meeting lived up to the team's shared purpose. Also, when you are moving forward and work becomes misaligned, it is something to come back to.
- When new people join your team temporarily (e.g. locum) or permanently, consider how they can be introduced to your shared purpose.
- Your shared purpose should be reviewed in-depth once a year to ensure that new priorities (e.g. changes resulting from COVID) are aligned. A shared purpose is not an approach to change where you get to “set-and-forget-it”; instead, it's about asking simple questions such as “how does [X] support our shared purpose?”



## Appendix A

### AGENDA

Items	Timing (approximate)
Objectives	1 minute
Check-in	5-10 minutes
Importance of a shared purpose	5 minutes
What's included in a shared purpose	15-20 minutes
Create our shared purpose	10-15 minutes
Integrate our shared purpose	10-15 minutes
Next steps	10 minutes

## Appendix B

### OBJECTIVES

1. Describe the importance of developing a shared purpose as a team.
2. Identify individual values to inform and decide on team values.
3. Create a shared purpose statement as a team.
4. Plan how to apply and integrate your shared purpose into team activities.

## Appendix C

### PRE-MEETING QUESTIONS

*Email Subject Line: Upcoming Shared Purpose Meeting: Questions to Consider in Advance*

Hi team,

It would be great if you could come to our Shared Purpose meeting ready to discuss the questions and ideas below. If you have any questions, please let me know. Thanks in advance!

#### 1. What is Team-Based Care\* and Why is It Important?

*\*When multiple health care providers from different professional backgrounds work together and with patients/clients, families, caregivers and communities to deliver comprehensive health services across care settings.*

- Consider this question from the perspective of a patient/client, a provider and the health system.

#### 2. What Do You Value?

Select your top 5 personal values.

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Integrity | Ownership | Innovation | Boldness | Constant improvement | Quality | Trust | Leadership | Teamwork | Accountability | Diversity | Simplicity | Patient-centred | Continuous learning | Fairness | Passion | Equity | Humility | Helpfulness | Cooperation | Responsiveness | Accountability | Partnership | Commitment to excellence | Respect | Flexibility | Inclusion | (Space to insert a value you think is missing)  
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#### 3. How Will We Integrate Our Shared Purpose\*?

*\*What happens when a group of individuals align their belief systems or values with a common challenge, vision or goal.*

- How are we engaging everyone on this team to achieve our shared purpose?
- How are we listening and incorporating the perspectives of everyone on this team?
- How are we as a team placing equal value on everyone our team?

**TEAM-BASED CARE BC**

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🌐 [teambasedcarebc.ca](http://teambasedcarebc.ca)

Organizations involved: BC College of Family Physicians, BC Family Doctors, BC Patient Safety & Quality Council, Divisions of Family Practice, Doctors of BC, First Nations Health Authority, General Practice Services Committee, Health Authorities, Midwives Association of BC, Ministry of Health, Nurses and Nurse Practitioners of British Columbia, Patient Voices Network, Rural Coordination Centre of BC, UBC – Innovation Support Unit.