

## zendor's Purpose Bootcamp with Deloitte Digital redefines core values & strengths and increases purpose experience – with sustainable impact on culture



Client's team survey indicated challenges around team culture

The Digital Venture team of Deloitte Digital pursues the mission to build companies and business units with & for its clients that significantly impact present and future success. This mission guides Deloitte Digital's team members along with a top-down list of operating principles, leading to remarkable results and growth in digital business models.

While some team members likely would have agreed on several values if asked, a bottom-up assessment of a shared identity and core values thus far hadn't been done. Several new recruits had recently joined with different background, and in addition, a heterogenous leadership team adopting different management styles contributed to an increasingly in-homogenous culture. In a recent team survey, these aspects were identified as potential threat to team collaboration and engagement. The management team proactively addressed the issue and hired zendor to support with a "Culture Session".

### Purpose Bootcamp with focus on values & strengths to re-define core team identity

A Purpose Bootcamp workshop was conducted during a team Learning Day, leveraging zendor's Happiness Model, based on extensive insights in positive psychology, happiness research and philosophy. The Bootcamp was specifically tailored to the client's needs in order to co-develop the team's values & strengths bottom-up with the entire team.

Over the course of the workshop **five core values** were identified (e.g. a sense of belonging, which

one participant dubbed perfectly with "we're not just a team, but a family") along with **three strengths**. These form the team's core identity, which now **nurture a grass-roots team culture** that people share and 'feel' across all levels of hierarchy and spans of tenure.

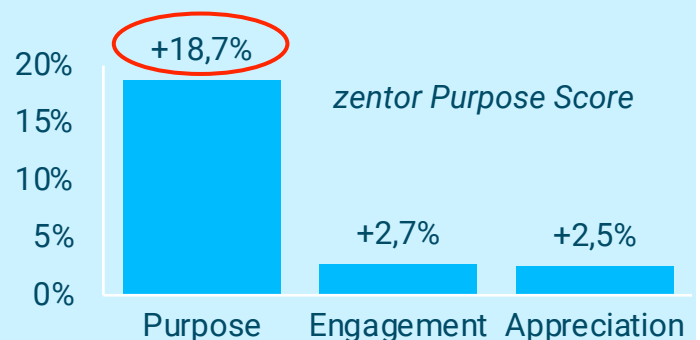


**Andy Goldstein**  
Managing Partner  
Deloitte Digital

*"I am really happy with the outcome and would absolutely recommend the workshop to companies taking a modern approach to leadership and intrinsic team motivation with a thriving culture. Thanks for a great and insightful day!"*

The Bootcamp's interactive workshop provided a practice-proven design for effective results and managed to accommodate a challengingly large group of participants. In addition, it's empirical approach allowed to measure impact by comparing participants' experience before and after the workshop – with an astonishing **19% increase in purpose** post workshop.

### Substantial increase in purpose experience



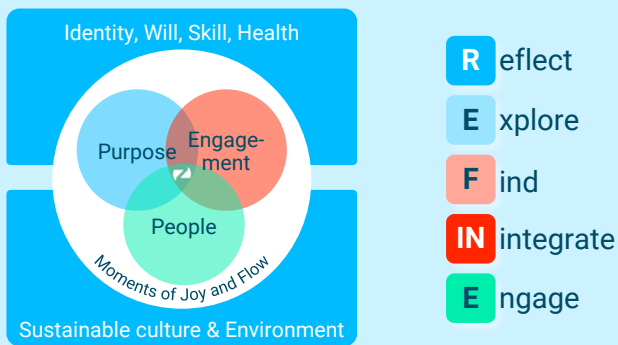
To ensure transfer from workshop outcomes to 'Monday morning' several **initiatives were evaluated which turn the identified values into action.**

# Deloitte. Digital

## Tools & techniques employed for Deloitte Digital's culture session

- zentor's Happiness Model as functional basis for the entire session
- Workshop elements from zentor's Purpose Bootcamp to derive values & strengths
- Scientific insights on purpose and studies on happiness research
- Techniques for knowledge transfer to "Monday Morning", leveraging nudging theory, group dynamics and incentive research
- Purpose Score to assess impact of Purpose Bootcamp (pre-post workshop)

### zentor's Happiness Model



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*"Having zentor contribute a science-based external perspective to our company culture really made a difference."*

*"The exercises helped us move closer together as a team; you could feel a tighter connection between people after the workshop!"*

*"Clarifying where we stand in terms of our values and strengths was an important step towards integrating new team members and improving collaboration."*

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### About Deloitte Digital

Within the service line Digital Ventures, we help our clients identify and realize new revenue potential through business building and corporate innovation initiatives. We couple structured approaches with a hands-on mentality to build new digital ventures and strategies that are lean, sustainable and impactful.

### About zentor

zentor delivers in-person workshops and a digital platform to serve as mentor for science-based inspiration and advice – for the pursuit of happiness in life and genuine engagement at work. Our mission is to foster individual happiness to build a more positive society.