

zentor's 'Purpose Bootcamp' re-aligns team values with company strategy; follow-on seminar 'Finding Purpose' guides staff to find purpose and pursue individual happiness



Aligning company mission, roadmap, and team purpose

WERK1's mission is to be *the most startup-friendly place in Munich* – and more than 40 startups in their dedicated offices, 150+ coworkers, and thousands of event participants annually feel the passion long-term CEO Dr. Florian Mann and his team put into realizing this mission every day.

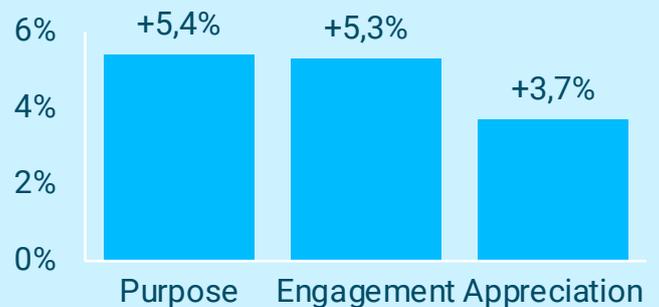
How can one spark that passion, team spirit, energy, and drive the WERK1 team puts into their job, over long periods of time? *"In the end, it's all about having a team that buys into the mission and has a shared sense of purpose"*, says Florian.

Yet, one cannot enforce purpose, and especially during change and transitions, it is time to take a step back and re-evaluate, if there is a shared purpose and buy-in into the company mission – and re-assess how these align with the team's strengths and values. *"I wanted an outside expert on purpose as support to bring the team closer together and align on our roadmap going forward."*

zentor's one-day Purpose Bootcamp workshop provided the ideal format to achieve that. By developing bottom-up strengths, values, and impact through shared stories of the team and comparing it with top-down mission and strategy, the team gave valuable input to WERK1's roadmap. In addition, a profound reflection about values and strengths allowed the team to develop a shared sense of purpose and helped foster the open, collaborative and purpose-driven company culture further, which WERK1 is known for.

And the effects were measurable, using the scientifically validated zentor Purpose Score (ZPS), the team significantly scored higher overall, and on the three ZPS subscales purpose (+5.4%), engagement (+5.3%) and appreciation (+3.7%).

Increase in zentor Purpose Score dimensions



Furthermore, a set of strengths, values, and potentials for community impact were jointly agreed upon and are brought to life in roadmap planning and day-to-day work.

Bringing purpose to life by integrating it into OKR planning and projects

One key aspect of the Purpose Bootcamp is to move *beyond* a set of generic boilerplate company values, which are put up on the wall and forgotten subsequently. In the workshop, the foundation is built to bring purpose to life by translating the unique signature strengths, values, and impact potentials into specific projects, and by aligning them with corporate strategy planning. With WERK1, the Bootcamp had direct impact on the company OKR planning and generated a prioritized list of specific projects to bring purpose to life.



"zentor's Purpose Bootcamp for corporates really helped us push our strategy forward and live up to our mission. Thank you for an inspiring workshop with long-lasting impact!"

Dr. Florian Mann, CEO WERK1



Follow-on seminar fosters individual purpose and the pursuit of happiness

The Purpose Bootcamp fosters a purpose-driven organization, an engaging company culture, and effective collaboration on the team level. In addition, zentor usually recommends to take a holistic approach with a follow-on 'Finding Purpose' seminar, which guides the team onto a journey to find individual purpose across work & life. This structured one-day seminar program is based on key insights of happiness research, philosophy and positive psychology and usually generates a profound and rewarding experience for all participants. During the seminar, participants learn important and often surprising things about themselves and discover paths to individual purpose and ways to pursue happiness.

"After all, we are humans and not just robots, thus our personal and work purpose should be aligned" replies Dr. Mann, when asked about his motivation to offer his team the 'Finding Purpose' seminar. As one outcome, the team feels more motivated than ever to work for WERK1 and – months later – still speaks about their 'aha' moments experienced during the seminar.



"Having an outside expert on purpose guide us through the process of aligning company, team, and strategy made all the difference in achieving the desired outcome."

"The Bootcamp format and exercises helped us form a closer bond as a team and connect on a deeper level."



"We had intense, but important discussions on values and strengths. I'm glad we took the detour of three iterations to agree on what really is at WERK1's core."

"The 'Finding Purpose' follow-on seminar was one of the best trainings I ever had in my professional life."



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About WERK1

The WERK1.Bayern GmbH is a startup hub in "Werksviertel-Mitte" near the Munich East train station with startup offices, coworking, a café and event spaces. WERK1 is a diverse community of startups and offers services to entrepreneurs, including incubation programs, mentoring, networking, perks & benefits, etc.

About zentor

zentor delivers digital solutions and in-person workshops for personal development – serving as a mentor for the pursuit of happiness in life and work. We leverage scientific insights and proven techniques for lasting change to achieve our mission to foster individual happiness for a more positive society.