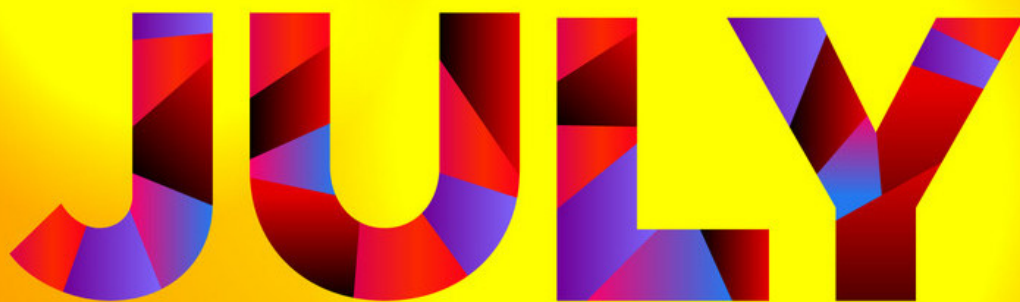


What's Your Mindset Newsletter

from **Helena Radeson - Your Partner to GET YOU WHERE YOU WANT!**

The word "JULY" is rendered in a large, bold, sans-serif font. Each letter is filled with a complex, multi-colored geometric pattern of triangles and polygons in shades of red, purple, blue, and black. The background is a bright orange-to-yellow gradient.

After 'Why' comes 'How'

Or: A dream team enabling exercise for your next team meet

I'm sure many have already heard Simon Sinek's legendary TED talk on 'Start with Why' (real title "How great leaders inspire action") if not many times, then at least once (and if you haven't then please head over to TED the minute you can!). The speech is already over ten

years old, but the meaning of it hasn't lost a beat. Maybe even the contrary. It's one of the most watched TED talks ever.

The talk hit as a bomb in the commercial world, and especially in the international marketing community in which I was active at the time. It lifted a whole new perspective, it touched something we all realized had been missing. The speech formulated what many had sensed but hadn't been able to put words on. I'm forever grateful to my 'in-the-know', ambitious and talented team member who put the video in front of me and I thank my lucky star for actually pressing play without hesitation.

*“It lifted a whole new perspective, it touched something we all realized had been missing. The speech formulated what many had sensed but hadn't been able to put words on.”*

Feeling curious? Go watch it [here](#) , it's eighteen minutes that will pay off a long, long time, potentially forever.

The idea of Starting with 'Why' stayed with me and has helped me on numerous occasions since. I find it brings life to things, whether in the workplace or in the personal sphere. Establishing the 'Why' brings sense to what you are doing, and it builds grit because you don't give up so easily on what you understand and believe in. It's a relationship.

*“Establishing the 'Why' brings sense to what you are doing, and it builds grit because you don't give up so easily on what you understand and believe in.”*

Starting with 'Why' and engaging people in understanding and feeling the 'Why', the reason behind what we do, has since become a standard in my team meetings. Because when thinking of the 'Why' has been initiated, it doesn't stop. It continues beaming it's warm, bright lights on everything that happens afterwards. You can't help but consider it: “Does what I am

about to do fit with the Why?” “Why are we here?” “Which inner need are we satisfying with our customers, clients or relationships?”

I still use it when working with teams and teamwork in my capacity as a coach. I spend time on it and I invite and encourage the people to think it through all the way, even when something else on the agenda has to go. It's that important. It's the common ground. And only with that common ground, we can move to the next step.

And the next step is one of my favorite ones. Because after the 'Why' comes the 'How'. And I love the 'How' because it defines the way in which we engage and how we show up. The 'How' is our presence. It's how we hit the stage. On individual level it is often referred to as personal values. For a team it's about team values or team culture. And shared team values is the base for harmonious and efficient teamwork.

*“And the next step is one of my favorite ones.*

*Because after the 'Why' comes the 'How'. And I love the 'How' because it defines the way in which we engage and how we show up.*

*The 'How' is our presence.”*

Looking at the literature, typical drivers of efficient teamwork can be:

- Clear objectives
- Clear roles
- Clear communication
- Constructive feedback
- Priority Management
- Accountability
- Commitment
- Integrity
- Helping each other out
- Respect
- Trust
- Conflict Management

There are many more, and different components will be differently prioritized for different groups, and in different times.

What I would suggest for team leaders is a straightforward exercise that will make the team understand it's individual contributions to team efficiency, to the 'How'. It's an exercise to make people think and act. It's a "dream team enabling" exercise.

This is how it goes:

Cut out a good chunk of time, relaxed, off site if possible, undisturbed in any case, and sit down with your team and talk about the 'Why'. Let it take a while.

Let the 'Why' lead you to the 'How' and when there, let your team be active in deciding which values or drivers of efficient teamwork they feel are relevant for them at that point of time. The components may be from the list above, they may be others.

*"Let the 'Why' lead you to the 'How' and when there, let your team be active in deciding which values or drivers of efficient teamwork they feel are relevant for them at that point of time."*

And then you get started on DIPping into what successful teamwork looks like to you as a team, painting your roadmap to becoming a dream team.

For longer reference and explanation of the DIP method please go to the [June version](#) of my newsletter. For now, let me put it into action in my three-step process towards feel-good and efficient teamwork.

D – Discover where you are at with regards to your chosen values

An easy way to do it is for each team member to write down their evaluation on a scale 1-10 for each of the values on a piece of paper anonymously, or note it in a virtual mentometer survey, depending on digital fluency or other needs. Yes, it will be a highly subjective answer, and yes there can be different interpretations of what the values mean although you have

discussed them, and that's ok. The goal is on the first hand the qualitative discussion and on the second hand the fact that you will have a quantitative starting position to refer to. Count the averages of the team and of each value and write them down for reference.

I – Imagine where you want to go.

Both as a total and per value. Describe it in words but also use the same 1-10 scale. Is a 10 desirable? Is it a bigger jump from 2-5 or from 5-8? Questions will arise, and again, that's good, it means people are thinking. Also here, this is subjective, which is ok, the goal is to discuss and to be able to compare, not to write scientific dissertations.

P – Plan how to get from where you are to where you want to go

Which actions do you need to take to move from a x to your new x? What do you need to start doing? Stop doing? Do more of? Do less of? How do you bridge the gap? Which support or resources do you need? Break it down into real, every day and every week things that you can influence. Make the plans as tangible as possible.

And then, add a double GT and a Twist.

G for Gut to keep standing straight when challenged. Another G for Grit to continue when you get tired and last, add a T for reviewing the plan and for giving it a Twist every once in a while in order to adapt to the changing internal and external environment.

You can do this exercise directly with your team or you can use an external facilitator to guide you through it. Both are ok, the important thing is to get started on the journey. Your team's 'Why' is their presence both towards your internal and your external customers and the 'How' as embodied in the values is the quintessence of how your team members will feel themselves plus be perceived by others. It's one of the streams to becoming a dream team.

There is absolutely no reason to wait to get started.

Start now.

And if you want professional help to enable an exhaustive process and so that you can be part of it yourself, send me a message and let's discuss. Intro talks are always 'no obligation', aka no cost, and always fun. Just let me know via LinkedIn or via [my website contact form](#).

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