



Fostering Unity: Cultivating Shared Purpose Workshop

BCRPA Symposium 2024

Health Quality BC, which does its work throughout the province, would like to acknowledge that we are living and working with humility and respect on the traditional territories of the First Nations peoples of British Columbia.

We respectfully acknowledge the unceded traditional territory of the Okanagan (Syilx) People and the traditional keepers of their land. We want to say thank you for allowing us to live, work, and play on your lands.

Health Quality BC also recognizes Métis people and Métis Chartered Communities, as well as the Inuit and urban Indigenous peoples living across the province on various traditional territories.





Rachel Schmidt
Engagement Leader,
Patient & Public
Engagement

Presenters

Agenda

- Objectives (1 minute)
- Check-in (10 minutes)
- What is shared purpose (5 minutes)
- Why is shared purpose important (5 minutes)
- Creating a shared purpose (10-15 minutes)
- Sustaining your shared purpose (10-15 minutes)
- Closing (10 minutes)

Objectives

- Describe the importance of developing a shared purpose.
- Understand how values shape a shared purpose.
- Understand the steps to create a shared purpose statement.
- Plan how to apply shared purpose into your work.

Check-In

- Principles for collaboration and participation
 - ✓ Each person has voice and opportunity to participate in a meaningful way
 - ✓ Each person has responsibility to give space for others to share and listen actively
- What's your name?
- Where do you live?
- What's your role?
- What's one thing you are proud of at work?

What is Shared Purpose?

Shared purpose is what happens when a group of individuals align their belief systems or values with a common challenge, vision or goal.

Did you Know?

70% of large-scale change efforts fail to achieve their goals.

What Shared Purpose is Not

- Your organization's mission, vision, goals or values
- The “what” or the “how” of change

Why is Shared Purpose Important?

Our

Those who will make a change happen and are affected by that change are all those who should be involved in designing and delivering the change. This makes it all of our change.

Shared

Talking to each other is necessary to find out what is it that we share. This way our individual values, experiences, beliefs and aspirations are explicit, and alignment with others can be discovered.

Purpose

This is the 'why' we are taking action, not the 'what' or the 'how' of change. It is where vision, values and goals meet and create energy and commitment.

Examples

1) Team Culture of Respect and Psychological Safety

Our shared purpose is creating a workplace where everyone feels safe and respected. Where you can speak up, share your ideas, be yourself, support each other and celebrate our differences. **Allowing us to do great work together.**

2) Enriching Quality of Life through Recreation and Parks

Our shared purpose is to **build healthier and happier communities** where everyone has safe and equitable access to spaces that offer nature and recreation so they can get outside, be active and build connection.

Cautions

- Not a linear process
- Difficult in large groups
- Strive for 'good enough' vs 'perfection'



Creating a Shared Purpose

Create a safe
space

Look for
commonalities

Design your
'Why'

Create a Safe Space

- Include staff, other organizations/group and services users in the design
- Promote genuine two-way conversation
- People able to express themselves freely
- Create a level playing field, free from hierarchy

Look for Commonalities

- Helps us move beyond conflicting agendas and priorities to a common understanding and ambition
- Start with individual values and stories
- Listen with the aim to understand vs judgement

Design Your 'Why'

- Focus on shared values, ambitions and goals
- Incorporate the expertise and experiences of all those who will be involved in the change
- Craft into a call to action that will connect with people and get them working towards the same goal

Case Study - Revitalizing Harmony Municipal Park



Instructions:

In small table groups you will work together to:

1. **Pick one of change objectives your table wants to work on. (5 mins)**
2. **Our:** Identify potential health care organizations, service users and other groups that need to be partners in realizing this change. **(5 mins)**
3. **Shared:** From the perspective of those you identified in the `Our`, begin to identify shared values, beliefs, experiences, hopes that unite you. **(10 mins)**
4. **Purpose:** Drawing on your shared values, beliefs, experiences, hopes, identify `why` you are taking action – `why` you exist as a collective. **(10 mins)**
5. **Shared Purpose:** Create a draft shared purpose that reflects your `why`. **(10 mins)**

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What Do You Value?

Integrity	Ownership	Innovation
Boldness	Constant improvement	Quality
Trust	Leadership	Teamwork
Accessibility	Diversity	Simplicity
Community-centred	Continuous learning	Fairness
Passion	Equity	Humility
Helpfulness	Cooperation	Responsiveness
Accountability	Partnership	Commitment to excellence
Respect	Flexibility	Inclusion
Sustainability	Inclusivity	Engagement
Health & Wellness	Safety	Compassion

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Sustaining Our Shared Purpose

- Display visually
- Integrate into work deliverables
- Socialize it with new members of the team
- Annual review

CLOSING REFLECTIONS



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