



Tool: Impact Stories

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Bloch&Østergaard

Creating organisations where people want to show up

How to get going

Use the assessment tool with these steps:

1. Gather groups of 4-5 people, with a mix of leaders and employees, and from across the organization
2. Start in the middle of the template: WHO are you working for? Map out the different personas that you create value for.
3. Then for each persona, describe what actions you perform; and what value that creates.
4. Gather all the templates on a board and bulk together those with matching themes.
5. Use the result for focusing your energy and resources on the right activities; those that solves the right problems for your customers and employees, and that fit with your mission and purpose.

Understand the output


Purpose and meaning –
identity and impact



Impact stories



Reflection:
The impact of purpose in
the business



Theme:

We

(do stuff)

So that

(someone)

can

(obtain/do stuff)

As a concrete example I would mention:

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Det skal være fedt at gå på arbejde!