

Purpose Check-In

Introducing and practicing our purpose: Health First

As a leader, one of your most important roles is translating our company-level ambition to team-level reality. Our ambition is to introduce a purpose that is a simple call to action for every associate to turn their passion for the people we serve into focused, effective action—to put Health First. Use this Guide to present our new purpose with the ambition that we have for it. Translate those ambitions to reach your team, so that they can share them, too.

PURPOSE Introduce your team to our new purpose and empower them to practice it individually and as a team	
LENGTH + FREQUENCY 60 minutes, twice a year	ATTENDEES All direct reports
FORMAT In-person or virtual; interactive discussion	MATERIALS “Our Purpose” section of Health First Guide; Bright Spot Brief

BEFORE THE CONVERSATION

- Study the material.** Explore the Health First Guide’s “Our Purpose” section to get familiar with our commitment to putting Health First, what that means, and how it might apply to your team. You may even complete a draft of a Bright Spot Brief to model for the team. Know the material well enough so that you feel comfortable and a few steps ahead of the conversation as it unfolds.
- Help your team prepare.** The conversation is an opportunity for your team to feel real connection with our company purpose. Think about what they might need to know so that they show up primed to participate. (You may ask them to review the “Our Purpose” section of the Health First Guide in advance, for instance.)
- Have a plan for timing and structure.** Create an agenda with enough time for people to feel comfortable, and the right prompts to spark meaningful discussion. You’ll find examples prompts in the next section.

DURING THE CONVERSATION

- Set the context.** Remind them of what they should expect from the conversation. Reiterate its purpose.
- Introduce our purpose.** Explain what Health First means in your own words, from your own perspective. Cover the three interconnected drivers of our long-term sustainability and growth: Healthy Teammates, Healthy Company, and Healthy Customers.
- Give examples of how we’re already putting Health First.** Use “Bright Spot” examples from the Health First Guide to show that putting Health First is not a new concept—but a way of focusing the progress we’ve made over the last few years on a clear way to win. You may also tell a personal story about a Bright Spot you’ve supported or have someone else share their Bright Spot experience with your team.
- Encourage your team to practice our purpose.** Introduce the Bright Spot Brief as a tool that anyone can use to suggest new ideas for putting Health First. Take them through an example Brief if you’ve made one. Use the Brief to help facilitate a discussion about initial ideas the team has about putting Health First.

AFTER THE CONVERSATION

- Reiterate the commitment.** Follow up with an email to attendees that emphasizes our commitment to putting Health First and highlights some of the key themes from the discussion together.
- Empower your team to take ownership.** Ask individual team members or small groups to complete Bright Spot Briefs. Let them know that the best idea will be piloted.
- Be accountable.** Get the Bright Spot Brief presentations on the books. Have your team vote on the ideas or assess them independently. Declare the winner. Start project planning for the chosen idea.