



TEAM **LEADER** TOOLS

# Team Launch Tool



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# Team Launch Tool

## Overview

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### What and Why

The Team Launch Tool helps you facilitate an initial discussion with your team that creates team identity. Team members need to know the WHY, WHAT, WHO, and HOW of your team. The Team Launch Tool helps to get that started. As a result, team members will identify with the overall purpose of the team, with the other members of the team, and with the processes and parameters that will contribute to the team's success. This all helps to create team vision.

### How

The following key actions can help you use the Team Launch Tool.

1. Provide a copy of the Team Launch Tool to each team member and ask them to prepare their thoughts
2. Schedule and hold a team discussion on the six P's. Capture and utilize the key points made in the discussion.
3. Use the six P's to discuss the purpose and role of the team with key stakeholders.
4. Use the six P's to help you formulate and finalize the Team Charter.
5. Continually refer back to the Team Launch Tool to help you maintain a high level of team identity within the team.

# Team Launch Tool

## Discuss and Clarify the Six P's

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### 1 PURPOSE

The purpose should explain why the team exists and what value the team provides to its customers and the organization.

### Key Questions

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- What is our team's purpose? Why does our team exist?
- What value does our team create and to whom does it provide that value?
- What is the philosophy by which we operate?
- What are we doing well as a team to clarify and live by our team's purpose?

### 2 PEOPLE

The team identifies with the people who have the most impact on the team's success. Team members identify with each other. They also identify with the team's sponsor and key stakeholders.

- Who are the core members of the team? What do they each contribute to the team?
- Who is the team's sponsor? What does the sponsor expect?
- Who are the team's key stakeholders? What do they expect?
- What do we need and expect from our stakeholders?

### 3 PRIORITIES

Priorities help the team establish what is most important. They define both results and behavior. Team priorities help form the basis for goal setting, planning, and decision making.

- What are the three to five top priorities for our team?
- Are these priorities in line with the team's purpose and the expectations of key stakeholders?
- Are we in agreement on these priorities as a team?
- Can we write SMART goals for each priority?

### 4 PARAMETERS

The purpose should explain why the team exists and what value the team provides to its customers and the organization.

- What is the scope of our team? What are the boundaries?
- What kind of authority do we have and NOT have?
- What are the key policies/procedures that we must abide by?
- What is our budget and resources?
- What other parameters must we work within?

### 5 PROCESSES

Processes include the steps, methods, and communication that the team employs to achieve results. The team should know them well and continually work to improve them.

- What are the key processes that our team utilizes to accomplish its purpose and its goals?
- Are we clear on how each key process currently works?
- Are there immediate opportunities to clarify or improve any of these processes?

### 6 PROGRESS

The team defines how it will measure and track progress. Team members should have a clear idea of what success looks like.

- What key measures can we use to track progress?
- How can we best display our team's progress toward goals?
- How can we keep measures current, relevant, and visible?
- How can we best review and discuss our progress?



# Team Identity

## Worksheet

**Team Name**

**Date**

**Purpose**

**People**

**Parameters**

**Priorities**

**Processes**

**Progress**

