

digital purpose dive

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At Innate Motion, we have been working from home since our birth in 2006. We are happy to share how to best contribute and perform remotely.

In this piece, we explain the Digital Purpose Dive, one of our methodologies. Part of a series: Digital Purpose Dive, Home to Home workshops, Virtual training and Virtual team building.

what it is

The Digital Purpose Dive is a 100% digital workshop to create a strategy and purpose. Captured with our strategic hero tool: the Believers' Pyramid.

We developed our own platform and process that are fun to use and engaging. We alter between individual, breakout teams and plenary settings with co-creation at heart to keep the energy high. Participants express themselves in writing, drawing, play, using both chat, video calls and shared documents. Innate Motion experts guide individuals and break out teams to elevate, engage and drive output.

"Based on this excellent experience, I will never do a face to face workshop again. We have been so much more focused and productive!"

"I am impressed with the result. So much of detail. Bold choices we made as a team. There is a clear direction and action plan. I don't think we could have done this in a 2 day face to face session."

"The process is truly engaging. It makes that the team keeps going. 3 morning sessions in a week gave us all time to reflect upon the output. But next time, I want more breaks. I need a break, even though it is online!"

why we believe in it

Co-creating a relevant and rooted brand purpose in a 100% digital context. Office-less since our inception, Innate Motion has long been focused on humanizing technology and we have added this tool to our brand strategy expertise. We can confirm that online co-creation in no way lags behind a face to face setting, provided one consciously designs for a rewarding experience. When using empathy and human connections at the core, distance is not on issue. People can be together in a room, and still feel worlds apart not understanding each other.

when to apply

Brands have proven that a relevant purpose drives meaningful growth and results in a stronger relationship with the people that the brand serves, building brand love and loyalty. Bringing a team together during 2 days in one location is challenging. Due to busy schedules, travel bans, budget cuts. Organizing several shorter sessions online gives more focus and allows for more people to contribute.

how does it work

Getting ready. A 100% digital session requires seamless technology platforms and a detailed preparation of all steps. People will be checked in and guided prior to the session. Throughout the process there is stand-by to solve technical hiccups.

360° immersion. Building a relevant purpose requires input from people. All participants are invited to at least one immersion upfront. These are in-depth, personal and intimate conversations about people's life and the category at hand. They happen face to face or via video call. We develop a detailed conversation guide and prepare the participants with a training. Depending on the regulation in a country we use the easiest technology. You can find more about the 360° immersions [here](#).

Immersion debrief

All conversations will be captured and shared within the team. This results over time in a huge library with people portraits. Showing what makes people tick.

In their shoes. Once they have completed the debrief, they will be taken to the "in their shoes" game, where they will play a simple 3 question game to start building empathy for the people we serve and map their motivations.

People Portrait. In groups, participants will shape a profile that unifies the stories of the people they met. By creating the People Portrait, we clarify the relevance of a brand in the lives of people.

Human Truth. To complete this understanding of the people we serve as a brand, we explore cultural tensions. What did we hear in the conversations? What tensions are people facing? Which ones can we address with our brand? The groups will be assisted by the facilitator as needed.

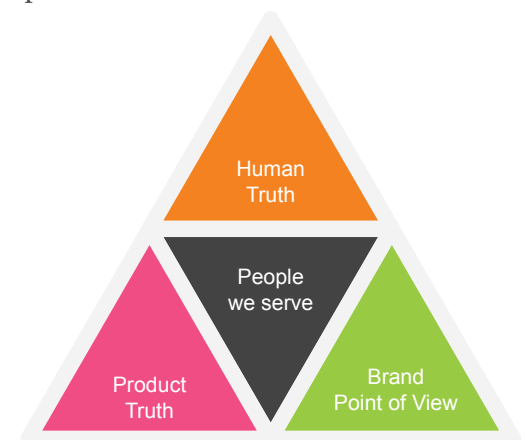
Product Truth. Having covered the perspective of people, we now move to the product. It is essential to dive into the experience that our product offers. Participants receive specific instructions that will take them through an embodied product experience.

Empowered by this experience the facilitator guides participants in identifying learnings that allow to define a sharp product truth. What makes our product unique and different? How does our product bring relevance in the lives of people? How does the product help reduce the tension?

Brand Point of View. Participants individually analyse the brand's Moments of Greatness to extract extrinsics and intrinsics that the brand was built upon. In break outs we create: a *brand manifesto* and a *brand t-shirt* with a single-minded statement that they would be proud to wear.

"The t-shirt that we created is so cool, I absolutely want to buy it!"

Believers' Pyramid. This strategic tool brings it all together. Shaping the core of the positioning. Participants first complete their individual Believers' Pyramid and then be put into groups to collectively create a Believers' Pyramid. It starts with the people the brand serves, moving then to the human truth, or the tension they are facing. Then, we articulate the brand's point of view, or answer to the tension. And finally the product truth, or how they deliver against that point of view with their product or service. These will then be reviewed by the core team, elevating the one with the most promise.



For more information listen to the [Podcast](#) about the Innate Motion Believers' Pyramid.

Practicalities

Timeline

4-8 weeks including preparation. Timewise the team's investment is 1/2 day for the training, immersion and debrief. The co-creation is best run in 3 sessions of 3-4 hours.

Investment

Starting at 25k EUR, depending on the brand, the geography and team size.

Language

The journey is in English. Innate Motion can run the Purpose Dive in multiple languages. Depending on the needs of the brand team.

