

OPEN TEAMS

Every organisation has a core purpose, the capability to create optimal value for its customers through what it is and does. Mapping the non-negotiable principles of the organisation's core purpose at best allows coherent leadership and the creation of open teams, teams that are agile, self-directive, co-creative and able to adapt to our constantly changing environments. Clarity about core purpose enables the organisation to move as one towards a shared future, and to become all that it is capable of becoming. By aligning all the work with core purpose, everyone within the organisation connects to the difference their products and services can make to their customers' worlds.

Kathelijne Drenth and Richard Leachman are consultants who have been working on mapping the non-negotiable principles of organisations' core purposes and the development of open teams for well over a decade. Their proprietary process, the Traction Frame, is an open source architecture that has the potential to enable all organisations to clarify and optimally implement their *why* and *how*. Most specifically, this can leverage the effectiveness and fluidity of collaboration within all teams, at whatever level, from board to shop-floor.

Cover image: Murmuration of Starlings, photograph by Menahem Kahana, AFP/Getty Images