DEEP DESIGN SCHEMA—UP

LEVEL 1	**EXPERIENCES**	• How would you want to describe experiences of the new organisation?	
LEVEL 2	**OUTCOMES AND OBJECTIVES**	• What do we want to set out to achieve? • What outcomes do we want to achieve?	
LEVEL 3	**STANCE**	• How will we be while getting there? • How we we want to behave in our job?	
LEVEL 4	**INTENTION**	• What is the intention of the organisation? • Where are we headed?	
LEVEL 5	**HIGHER PURPOSE**	• Why do we exist as an organisation? And why is that important?	

Developed by Dr. Harold Nelson and Dr Melis Senova.

Huddle Academy