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 **set out to achieve?** What **outcomes** do we want to achieve?	
Level 3	**Stance**	**How will we be** while getting there? How do 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?	

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