

# «It's the Purpose, Dear!»

**Generation Purpose  
Podcast**  
by **Steve Weisshaupt**  
with Nadja Schnetzler  
and Laurent Burst



## It's the Purpose, Dear!

### Transcript - Intro Episode

**Steve:** [00:00:00] Hi, I'm Steve and this is the intro episode of "It's the Purpose, Dear!" [00:00:04][4.6]

**Steve:** [00:00:08] Amazon hits 151,928 books that refer to how you can learn your life's purpose. McKinsey has over 2000 articles about purpose. And don't get me started with YouTube. But big questions remain: How does purpose practically work? How can you live it and make it happen as an individual, but also in collaboration and at work? Thankfully, I've met two people who cannot shut up about it. Please welcome my permanent guests, Nadja Schnetzler and Laurent Burst from Generation Purpose. [00:00:46][37.7]

**Nadja:** [00:00:47] Hi, Steve. [00:00:47][0.3]

**Laurent:** [00:00:48] Hi, everybody. [00:00:48][0.2]

**Steve:** [00:00:49] Nadja and Laurent worked with thousands of people and hundreds of times on the topics of purpose and collaboration. They made countless experiments on how to make purpose work in the work environment and in the lives of individuals. They know how to develop an individual purpose, a team purpose, an organizational purpose, and even a purpose of things! They help individuals, teams and whole organizations to actually live their purpose. Because, my dears, we do believe that to do great things, everything comes down to the purpose. It's the purpose, dears. So every episode I threw a topic at them that is related to purpose and collaboration in which they share their experience and expertise on how to make it work. Nadja, why are you so interested in the topic of purpose? [00:01:47][57.7]

**Nadja:** [00:01:48] You know, Steve, I've always been a bit obsessed with collaboration. I really - for decades - think about how can groups and teams interact to make great things possible. How can they take a small idea and make something big out of it? And once

I discovered purpose, I realized that this is the thing every team needs to get started with group collaboration to have something that binds them together. And it's so valuable to me. I cannot imagine collaboration without purpose anymore. [00:02:20][32.0]

**Steve:** [00:02:21] And you, Laurent, why are you so interested in the topic of purpose? [00:02:24][2.9]

**Laurent:** [00:02:24] Well, purpose is really a magic tool for teams because it enables people to... not only to collaborate, but also to develop and to work in a way they want. Because the purpose defines the why and not the how and not the what. So it's much more motivating if the why is clear and everybody can make their own head of how they want to do it so they can bring much more of themselves into the work. And that's much more fun and you will have much more flow. [00:02:53][28.6]

**Steve:** [00:02:54] After our talks, I take what I've learned and wrap it in my philosophical thoughts so we open our minds and reflect deeper together. We'll talk about change, courage, trust and... [00:03:07][13.3]

**Laurent:** [00:03:07] No spoilers! [00:03:09][2.0]

**Steve:** [00:03:11] Okay, okay, I stop. This Podcast just started. I like to experiment so every episode may have a bit of a different style and flavor. And please know you can always send me an email with feedback to: [steve@generation-purpose.org](mailto:steve@generation-purpose.org). Thank you for listening and now enjoy the podcast. It's the Purpose, Dear!  
[00:03:11][0.0]

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