

Phase 0 · Purpose Audit and Rediscovery

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How the audit runs

Five questions

01

The Jensen test

If your team's tasks were all automated tomorrow, what would the team still exist to do?
Can every team member answer this without diverging?

02

Purpose vs. tasks

If you wrote your team's work in two columns (tasks and purpose), would the columns look different, or be the same list twice?

03

Purpose currency

When was the team's Purpose last re-examined deliberately, versus inherited and assumed?

04

Better and deeper

Can the team articulate how to serve its Purpose better or deeper today, separate from doing more of the current tasks?

05

Commercial connection

Can the team explain the business outcome its Purpose creates, in language a CFO would recognize?

How to score

Run all five with the team in a single 60-minute working session. The test isn't whether the leader can answer. It's whether every member of the team answers the same way, in their own words, without rehearsal. Three or more questions where the team converges =

pass. Two or fewer = fail. One question where members openly disagree on direction = automatic fail, regardless of the other four.

If the team passes

Proceed to EMI

Run the 25-question diagnostic. The five EMI dimensions (Identity, Closure, Trust, Belonging, Agency) will now read cleanly, because the Purpose layer is intact. Pathologies that surface are real pathologies, not artifacts of an unclear center.

If the team fails

Purpose Fog. Stop.

Don't run EMI. Don't retire any workflow until the team has rediscovered its Purpose. Running EMI on a Purpose-Fog team produces data that misleads. It attributes pathology to dimensions when the underlying problem is the operating system.

When Phase 0 fails

Purpose Rediscovery

Purpose Rediscovery is not a brand exercise. It's a 90-day move where the team writes down what it would still exist to do if every current task were automated, then tests that statement against the work for one quarter. The statement either earns its keep or gets edited.

The leader's job during Rediscovery is not to write the Purpose statement and announce it. It's to set the question, hold the room while the team converges, and refuse to let the team escape into task lists. The single best signal that Rediscovery is working: a team member voluntarily declines a task in the next quarter on the grounds that it doesn't serve the Purpose, in writing.

Re-run Phase 0 at the end of the 90 days. If the team passes, proceed to EMI. If not, don't paper over it. Rediscovery isn't done.

If Phase 0 passes, run the other organs

Phase 0 gates the other two diagnostics. If the team passes, run OMI and EMI for the full picture: how fast you can change (metabolism) and whether change gets absorbed (immunity).

Take OMI (Metabolism)Take EMI (Immunity)Read EMI

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