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## Between Purpose und Performance

6-7 Minuten

**‘New Work is what I really want to drive forward in the company.’**

22. July 2024 //

New Work, People &amp; Culture



**The New Work Pioneer Lab took place for the second time in April 2024. The 1.5-day workshop format with the theme "Between Purpose and Performance" attracted around 20 representatives from well-known companies in the Münsterland region. Uwe Rotermund and Laura Wenningmann from noventum consulting guided the participants through a varied programme in which the poles of purpose and performance orientation were examined from different angles, while the focus was on encounters and inspiring and encouraging exchanges within the group.**

### **The search for meaning & Generation Z**

New Work expert **Laura Wenningmann** presented how the meaning of work is undergoing a transformation with her input "Experiencing meaning in a professional context": away from work as a purely personal means of securing a livelihood and towards a meaningful and socially relevant activity. She broke down why it is worthwhile for companies to focus more on employees' sense of meaning, how the experience of meaning can be made tangible in a professional context and how

companies can tackle the topic in concrete terms. The participants then became active themselves: in group work, they analysed where they see competence and potential with regard to promoting meaning in their company.

## Purpose & Performance

At first glance, a focus on meaning and a focus on performance seem like opposites that aim for the same thing: some say that if the meaning is attractive enough, performance will come naturally. Others are convinced that there can be no success without pressure to perform. We asked the participants precisely this question: which of these two theses appeals to you more? Although the individual opinions were as diverse as the participants themselves, the subsequent group work and panel discussion made it clear that one hardly works without the other. The participants were able to develop concrete measures for action that can be used to address both the sense of purpose and the performance orientation of employees.

## Making performance measurable in a motivated way

**Uwe Rotermund** provided another concrete implementation measure on the topic of meaning and performance orientation in his input on the subject of "Making performance measurable in a motivated way". "Objectives and key results" are therefore an excellent way of combining a focus on meaning and performance. Afterwards, the participants had the opportunity to become active themselves and formulate their own goals in the form of objectives and key results from the previously developed action measures.

## AI in the context of New Work

The second day was dedicated entirely to the topic of "artificial intelligence". The topic was introduced by **Dr Joschka Hüllmann**, an assistant professor at the University of Twente who researches the future of work with new technologies, among other things. In his keynote speech, he gave a forecast for the influence of AI on work across various industries and highlighted possible applications of AI in different work contexts. The participants applied these insights to their own field of work in the subsequent group work: In a mutual exchange, possible applications for AI in the areas of recruiting, management, HR management, personnel development and project and routine work were developed and presented.

## Summary

The event organisers from noventum consulting, **Uwe Rotermund, Laura Wenningmann and Marvin Holler** are delighted with the smooth running of the event and the lively participation of the participants, without whom the New Work Pioneer Lab would not have been such a great success. In the final participant survey, the workshop was rated with a total of 4.4 out of 5 possible points. Below are a few

quotes of praise:

*"Inspiring exchange in a wonderful group and a great setting created by noventum."*

*"When people with the same spirit come together, the best ideas are born."*

*"Identifying and developing potential together."*

*"New Work is what I really want to drive forward in the company."*

*"I am impressed by how progressive the Münsterland region already is when it comes to New Work topics and how eagerly it is being developed to shape the work of the future."*

*"New work away from the mainstream, practice-orientated with great people."*

*"I am confident that excellent results will come from the region in the future, based on the quality of the ideas and contributions I have heard over the last few days!"*

*"New Work: Where creativity meets productivity and innovation grows in a culture of collaboration."*

## **Outlook**

The next round of the New Work Pioneer Lab will take place from **08 - 09 October 2024** and preparations are already in full swing. Secure your place here today.

The fact that the need for exchange and encounters, inspiration and input is essential for shaping the new world of work is evident in every industry. Due to the complexity of the situation, knowledge advantages of individual organisations are marginal and constant exchange is all the more important. In order to promote this regular exchange in a structured way, some New Work experts from the group of participants have decided to found a New Work Pioneer Community Münsterland, which will provide exclusive insights into the lived New Work practice of various pioneers from the Münsterland region.

## **Melde Dich verbindlich zum nächsten New Work Pioneer Lab an!**

Die Kosten des Programms betragen 899 € zzgl. MwSt. Dieser Preis beinhaltet sämtliche Speisen, Getränke und Veranstaltungsgebühren.





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