

Where Should We Begin? At Work



What is Where Should We Begin? At Work?

Work relationships aren't just nice to have – they're essential. Research shows that when people feel connected, they're more likely to perform, stay, and grow. **Where Should We Begin? At Work** is a set of 100 question cards designed to spark meaningful conversations, develop connections, and transform your work culture.

Esther Perel, renowned psychotherapist and bestselling author, worked with Culture Amp to create the cards to help managers foster stronger relationships through the power of storytelling. Whether you choose to leverage the prompts while onboarding new employees, in team conversations, in 1-on-1s, or during offsites to build stronger connections with your work community, this guide offers practical tips to help you bring the game into everyday moments at work.

[PURCHASE THE GAME](#)

1. Set the tone before you start

Your role as a manager is to set the tone, not control the outcome. Use the cards to create a safe space for open, thoughtful, and authentic conversations that may sometimes surprise you.

A few things to try:

1. Make participation optional. Invite people to opt in. Let them choose whether to participate and which cards they feel comfortable answering.
2. Normalize reflection. “There’s no pressure to share more than what feels right.”
3. Set an example for others by going first. Keep your answer short and personal to inspire others to do the same.

“Stories are bridges. You don’t need to play the game all the way through. Pick a few cards, and let the moment guide you.”



ESTHER PEREL

2. Use the cards during 1-on-1s

The cards can help unlock more meaningful 1-on-1 conversations, especially if your regular cadence is feeling routine or surface-level.

Before the 1-on-1: Choose 2–3 cards in advance (The cards marked with a pencil icon work best for 1-on-1s). Let your direct report know this 1-on-1 will include a prompt from the deck.

During the 1-on-1: Start with a check-in. Then, ask: “Would you like to pick a card, or should I?” Allow time for reflection, and ask a follow-up question.

Example prompts:

- “The feedback I wish I had heard sooner in my career...”
- “An idea I’d love to try but haven’t yet...”
- “The skill I wish I got to use more...”

You’re not looking for a “right” answer. The goal is to learn more about the person you work with.



3. Incorporate the cards into your team rituals

You can use the **Where Should We Begin? At Work** deck in many ways, from kickoff meetings to project retros. Try experimenting with formats that match your team's rhythm.

- 1. Team meeting starters:** Begin with one card a week (The cards marked with a paperclip icon work best with a team). Rotate who chooses or answers to build shared ownership.
- 2. Workshop breakout tool:** Divide into small groups of 3–4. Ask each group to select a prompt to discuss before sharing takeaways with the larger team.
- 3. Remote-friendly tip:** Read the card aloud, or type a few options into the chat box. Encourage people to turn their cameras on to mirror in-person connection.

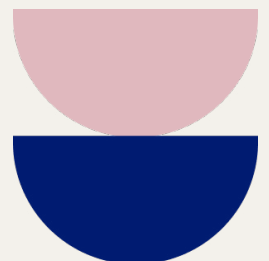


“We so often rush straight to the meeting agenda, especially in a distributed world. These cards make it easy to bring small but powerful moments of connection and playfulness into our work rhythm. If you want to improve your team’s engagement, performance, and effectiveness, pick a card!”



AMY LAVOIE

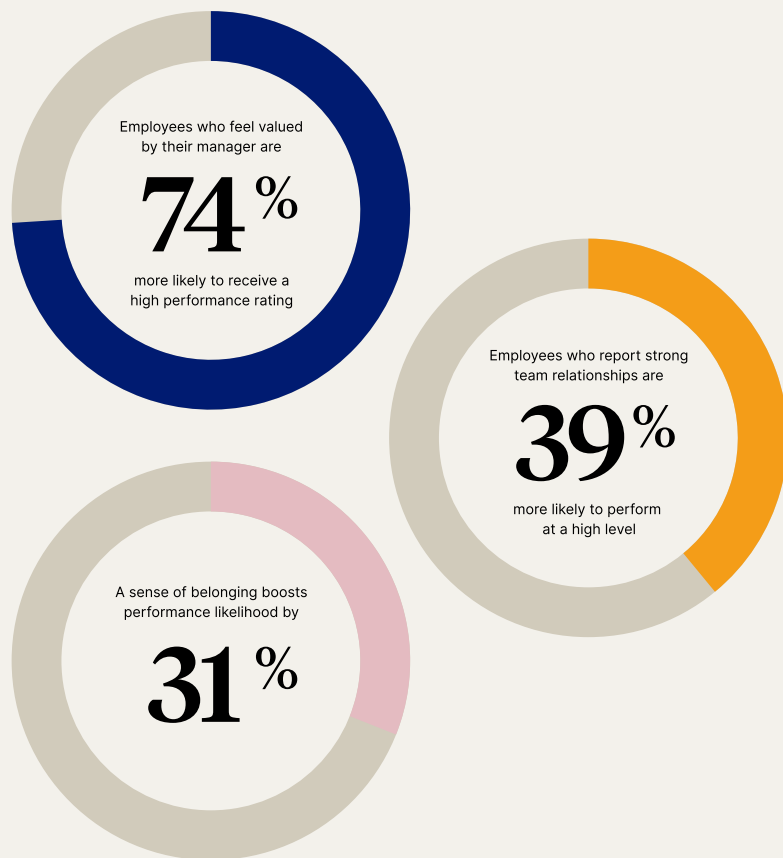
VP of People Science, Culture Amp



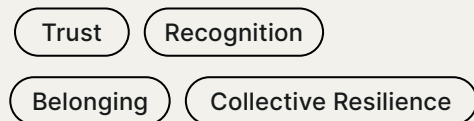
Why storytelling matters at work

Storytelling isn't just a feel-good exercise – it drives performance.

Culture Amp data shows:



Where Should We Begin? At Work is built around four key pillars of workplace relationships:



Every prompt is designed to help strengthen these.

“Relational intelligence is now one of the top currencies of business success.”



ESTHER PEREL

Ready to play?



Whether you're looking to deepen trust, spark fresh thinking, or simply bring more humanity to the workday, this tool is for you.

Start small. Stay curious. And have fun!

[PURCHASE THE GAME](#)