



BECOMING A PURPOSE-DRIVEN ORGANIZATION

Discovering and Charting a Course to Exceptional Results Through Purpose

Purpose-driven teams unleash creativity and effort in the name of serving a bigger mission and fulfilling personal aspirations. Companies accrue all the positive benefits those efforts deliver.

When part of a purpose-driven team, employees become fully engaged, highly productive and demonstrate trust. Leaders who discover and communicate an authentic higher purpose achieve all three.

Teams that are motivated by a higher purpose:

- Work harder to reach a success state
- Invest in opportunities that others ignore (because they're willing to take more risks)
- Motivate others to join the cause and contribute effort

Teams with higher purpose develop a win-win mentality that supports high levels of collaboration. In this one-week course, groups will learn and apply eight counter-intuitive, research-based insights associated with creating a purpose-driven organization and use these insights to inspire their teams to work with purpose.

Leaders will develop a purpose that's authentic, memorable and easy to understand, all the while learning to embed that purpose to operating procedures and decision-making practices.

OUTCOMES

- Develop purpose-driven teams with a higher probability of learning, adapting and increasing performance
- Transform assumptions of limitation to become people who can do purpose-driven work
- Unleash positive energizers who inspire others and drive cultural change
- Increase employee engagement, customer satisfaction and economic performance

YOU WILL

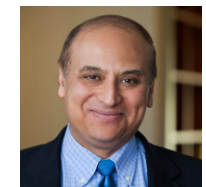
- Assess the purpose of your company and team, develop strategy and measure progress
- Use an 8-step framework to collaboratively discover, validate and refine your organization's purpose
- Apply a purpose-driven leader toolkit to focus performance to a higher purpose

ABOUT THE EXPERTS



ROBERT E. QUINN

Robert E. Quinn is a professor emeritus at the University of Michigan's Ross School of Business and a cofounder and core faculty of the school's Center for Positive Organizations. He has authored over 18 leadership books, including Deep Change in 2018.



ANJAN V. THAKOR

Anjan Thakor is the John E. Simon Professor of Finance, and Director of Doctoral Programs and of the Center for Finance and Accounting Research in the Olin School of Business at Washington University in St. Louis.

SPRINT OUTLINE

DAY 1

WHY PURPOSE MATTERS

- The Power of Purpose
- The Business Case for Purpose
- Purpose and Profit
- Making a Change with Purpose

DAY 2

HIGHER PURPOSE CHANGES EVERYTHING

- How to create a Purpose-Driven Organization
- 8 Steps for Becoming a Purpose-Driven Organization
- Where Are We as an Organization?
- Higher Purpose Changes Everything

DAY 3

A PURPOSE- DRIVEN WORKFORCE

- Envision the Purpose-Driven Organization
- What Excellence Exists Within Your Organization
- Authentic Purpose Creates a Fully Engaged Workforce

DAY 4

DISCOVER AN AUTHENTIC PURPOSE

- Discovering Purpose
- Helping Others Find Purpose
- Discover Your Organization's Purpose
- Authentic Higher Purpose

DAY 5

CAPSTONE LIVE EVENT

- Live Capstone Event