



BECOMING A PURPOSE DRIVEN ORGANIZATION

Discovering and Charting a Course to Exceptional Results Through Purpose

If a majority of the Global Workforce is disengaged, what can organizations do to inspire great leadership? How can leaders inspire and find purpose within their teams?

In purpose-driven organizations and teams, employees receive value beyond their paycheck. There is more understanding, trust, commitment, engagement, collaboration, and learning among colleagues.

Through their research, Professors Bob Quinn and Anjan Thakor have demonstrated that authentic higher purpose leads to:

- Enhanced employee productivity
- Increased customer satisfaction
- Better relationships
- Elevated economic performance

In this program, groups will learn and apply 8 counter-intuitive research-based insights associated with creating a purpose-driven organization. Leaders can use these insights to inspire their teams to work with purpose.

Participants will learn how they can align their team to an authentic purpose – one that intersects with business interests and helps guide decision-making. Teams with higher purpose develop a win-win mentality that supports high levels of collaboration.

By creating purpose-driven teams, employees believe they work in an organization of excellence. Externally, customers perceive that they are obtaining added value by working with a company of authentic leadership, employees, brand, and products.

Leaders who create purpose-driven teams are able to more easily create and sustain a positive working environment with employee longevity. Additionally, these leaders will inspire change that will have impacts beyond their teams.

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

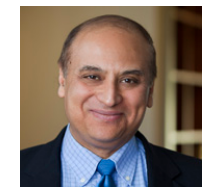
- Assess the purpose of your company and team, develop strategy, and measure progress
- Use an 8-step framework to collaboratively discover, validate, and refine your organization's purpose
- Apply a purpose-driven leader toolkit to focus performance to a higher purpose

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

WEEK
1

DISCOVERING OUR PURPOSE

- Why Purpose Matters
- Higher Purpose Changes Everything
- Envisioning Our Authentic Purpose
- Discovering Authentic Higher Purpose

WEEK
2

INDIVIDUAL AND ORGANIZATIONAL PURPOSE

- Work in teams or individually to interview and refine purpose
- Faculty Feedback and Coaching

WEEK
3

IMBUING THE ORGANIZATION WITH PURPOSE

- Making Purpose Constant
- Stimulate Learning
- Transform Managers into Purpose-Driven Leaders
- Unleash the Positive Energizers

WEEK
4

STARTING YOUR PURPOSE JOURNEY

- Work in teams or individually to finalize purpose and action plans
- Share and learn with experts at capstone event