

The Purpose-Driven Leadership Program

Leading THROUGH Meaning & Purpose Syllabus

COURSE VISION

Unlock the Power of Purposeful Leadership: Empowering leaders to foster a highly engaged and purpose-driven team.

In this transformative course, you'll discover and unlock the profound impact of leading *through* meaning and purpose with your team and/or organization. By guiding each team member to identify their individual purpose and values and aligning them seamlessly with the team's and organization's mission, values, and vision, you'll unleash a powerful force for increased job satisfaction, engagement, productivity, and retention.

As a leader, engaging with this course will empower you with the skills, insights, and tools needed to cultivate a thriving team culture that flourishes with personal and professional meaning and purpose. Your team members' heightened sense of connection to their work and shared vision will propel them to new heights of success, driving organizational growth and impact.

COURSE OVERVIEW

Leading THROUGH Meaning and Purpose is an empirically-driven, self-directed course designed to equip you with the knowledge and tools to unleash the full potential of your team. In today's dynamic workplace, meaning and purpose are essential drivers of employee engagement, retention, and team and/or organizational success.

Throughout this transformative course, you'll delve into the profound impact of meaning and purpose on key metrics, unlocking the secrets to fostering a highly motivated and purpose-driven workforce. Guided by insightful best-practices, cutting-edge tools, and effective strategies, you'll gain the expertise to leverage meaning and purpose within your leadership.

The journey begins by guiding each team member to identify their individual core values and purpose and then launches you and your team to co-create a Shared Team Mission & Values Statement and then, a Shared Team Vision Statement, that will forge a powerful bond that aligns individual aspirations with collective goals. Learn how to celebrate diversity, encourage personal growth, and drive engagement and retention as you cultivate a thriving team culture.

Are you ready to inspire your team to reach new heights of productivity, job satisfaction, and retention? Join us on this transformative quest to lead through meaning and purpose and create a lasting impact on your team and organization.

COURSE OBJECTIVES

After participating in the course and the course activities, you will be equipped to:

- **Empower your team through Personal Core Values:** Communicate the importance of strong, clear personal core values, harnessing tremendous energy, commitment, enthusiasm, and drive. Lead your team members in identifying and clarifying their individual core values.
- **Cultivate Shared Team Core Values:** Articulate the significance of robust shared team core values in generating collective energy, commitment, enthusiasm, and drive. Guide your team members in transforming their personal core values into a cohesive set of shared team values.
- **Ignite Purposeful Engagement:** Demonstrate how a clear, personal purpose or mission fosters deeper meaning and commitment to the team's work. Facilitate your team members in identifying their personal purpose or mission.
- **Unify with a Shared Team Mission:** Advocate for the importance of a clear, shared team mission in cultivating purpose-driven commitment. Lead your team members in the process of developing a shared team mission statement.
- **Envision a Compelling Team Vision:** Create a draft team vision statement that inspires and aligns the team. Explain the significance of a team vision statement and why it's a vital driving force.
- **Leverage Shared Mission, Vision, and Values:** Utilize tools and strategies to leverage your team's shared Mission, Vision, and Values Statements. Cultivate greater focus, enable effective decision-making, celebrate team and individual successes, and enhance engagement, productivity, and retention.

Throughout this course, you will develop practical leadership skills to cultivate a thriving team culture that celebrates individuality, encourages personal growth, and drives innovation. By leading through meaning and purpose, you will empower your team to achieve remarkable success and create a lasting impact on both the team and the organization.

COURSE OUTLINE & TIME ESTIMATES

This course is not a typical online course in which you can click through some slides, take a quiz, and be done. No, this course is a developmental experience that requires an investment of your time in order to gain the maximum value.

The times below are only estimates. Go through the entirety of the online portion of the course before beginning activities/meetings with your team. That way, you are familiar with the entire roadmap and can more effectively decide how you are going to roll this out to your team, what support you may need, and give yourself the time to do some prework and planning.

Go at your own pace but have a sense of urgency. Not rushed. Not in a hurry. But with a sense of urgency. When we have a sense of urgency, we know that what we're working on is important and that time and quality are equally important. Most leaders go through the online portion in one-sitting.

Total estimated time investment to complete the course content: 2 hours



COURSE OUTLINE & TIME ESTIMATES

Use the course outline below to map out your own personalized schedule on your calendar. Note: The estimated times for “Activity & Download” do not estimate the time to implement and complete them as those times will vary by individual and how you choose to roll them out. They do estimate about how long it will take to download and read over them.

LESSON	TYPE	ESTIMATED TIME
Welcome to the Course!		17 mins
<i>Caution, Heavy Fog!</i>	Video	12 mins
<i>Course Objectives</i>	Review	5 mins
PART ONE: Cultivating Shared Team Values		12 mins
<i>From Individual to Shared Values: Forging Cohesion</i>	Video	7 mins
<i>Creating Shared Team Values: Forging Cohesion</i>	Activity & Download	5 mins
PART TWO: Creating a Shared Team Mission		18 mins
<i>Mission is Not a Metric</i>	Video	8 mins
<i>Businesses do NOT exist to make money Simon Sinek</i>	Video	5 mins
<i>Creating a Shared Team Mission: Forging Clarity & Unity</i>	Activity & Download	5 mins
PART THREE: Creating a Shared Team Vision		55 mins
<i>Creating a Shared Team Vision: Forging Hope</i>	Video	9 mins
<i>If You're Doing This, You May be Communicating a Blurry Vision</i>	Read	5 mins
<i>Building a Case for Change Worksheet</i>	Activity & Download	5 mins
<i>The Five Elements of a Shared Vision</i>	Read	5 mins
<i>I Have a Dream Speech Excerpt</i>	Video	5 mins
<i>I Have a Dream Speech Thought Questions</i>	Activity	5 mins
<i>Vision Planning Worksheet</i>	Activity & Download	5 mins
<i>'Team of the Year' Visioning Thought Experiment</i>	Activity & Download	5 mins
<i>My Draft Team Vision Statement</i>	Activity & Download	5 mins



LESSON	TYPE	ESTIMATED TIME
<i>Creating a Shared Team Vision: Forging the Future</i>	<i>Activity & Download</i>	<i>5 mins</i>
PART FOUR: Leveraging Your Shared Team Mission, Vision, and Values		19 mins
<i>Unlocking Potential!</i>	<i>Activity & Download</i>	<i>9 mins</i>
<i>Diagnosing a Broken Culture and What to Do About It</i>	<i>Read</i>	<i>5 mins</i>
<i>Leveraging a Shared Team Mission, Vision, & Values!</i>	<i>Read</i>	<i>5 mins</i>
Congratulations!		10 mins
<i>Congratulations!</i>	<i>Video</i>	<i>5 mins</i>
<i>FEEDBACK: Tell us what you think!</i>	<i>Survey</i>	<i>5 mins</i>



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