

Becoming A Purpose-Driven Organization

Developed in Partnership with

Udemy business | corp u

Discovering and Charting a Course to Exceptional Results Through Purpose

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

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.

Learners will:

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

Authors



Robert E. Quinn

Professor Emeritus at the University of Michigan's Ross School of Business and a co-founder and core faculty member of the school's Center for Positive Organizations



Anjan V. Thakor

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

Course 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 the faculty and moderator at the capstone event