

# Becoming A Purpose-Driven Organization: Foundations

Developed in Partnership with

 | 

## Leading Purpose-Driven Teams

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

In this one-week course, groups will learn and apply eight counterintuitive, 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.

## Learners will:

- Assess their team's capabilities for modeling purpose-driven behaviors
- Discuss and discover how to ensure an authentic higher purpose is the arbiter of leadership decisions
- 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

### 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

- Work in teams or individually to finalize purpose and action plans
- Discovering Purpose
- Helping Others Find Purpose
- Discover Your Organization's Purpose
- Authentic Higher Purpose

### DAY 5

#### Interactive Capstone

- Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.