



Purpose-Driven Leadership

Trust in institutions and confidence in leaders is in peril. Based on a 2020 report by Edelman, none of the four major institutions – government, business, NGOs or media – are trusted to be both competent and ethical. These findings serve as a wake-up call to existing and aspiring leaders who seek to stay relevant in the near term while charting a successful path toward significant and lasting career accomplishments.

This program will provide you with the tools necessary for becoming the purpose-driven leader that your current and future employees will be eager to follow. Through a unique approach that is backed by science and widely tested with executives, you will hone your sense of higher purpose as a leader while developing new tools and strategies for growing your power and influence. This program will simultaneously help you identify your leadership objectives, find and maximize your unique sources of power, and turn your purpose into reality.

EARN A DIGITAL BADGE AND CERTIFICATE:

An important aspect of our programs is the ability to share your accomplishment with important stakeholders. Upon completing Purpose-Driven Leadership, you will earn a digital badge recognizing your new proficiency. Share and showcase your achievements by posting your digital badge on online resumes and social networks such as LinkedIn.

Program Faculty

Nathanael Fast

Associate Professor of Management and Organization

Key Takeaways / Curriculum:

- Name the purpose and principles that drive you as a leader
- Identify and articulate your purpose to inspire others
- Examine and practice the key elements of storytelling
- Understand how powerful leaders think and what mindsets they activate
- Develop and protect your access to key resources
- Improve your positioning within relationship networks in ways that improve creativity, provide access to novel information and generate more influence
- Embrace new strategies for honing your skills as a leader while engaging in ongoing improvement and mastery

Who Should Attend:

This program is designed to maximize the impact and accelerate the careers of seasoned executives as well as leaders transitioning to more significant roles.

DATES

First Dates – June 21, 23, & 28, 2022

TIME REQUIREMENT

9 live hours total, 3 live sessions of 3 hours each.

PROGRAM COST

\$2,025

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