

Leadership Excellence

Vision – Definite Major Purpose :

Understanding the Benefits and Power of Purpose

Learning Objectives

- Reveal the benefits of leader’s vision and purpose
- Benefits connected to Purpose that Influence Workforce Decision-Making Process, Behaviors, and Reactions
- Organizations Definite Major Purpose and How workforce fits into vision and purpose
- Recognize the Implications of 17 Success Principles to Definite Major Purpose (Day 2)
- Fortify Customer Focus internal and external
- Accomplish interactive assignment – team building (Day 2 additional interactive)

Who Can Benefit:

Executives	Entrepreneurs	Professionals
Build common purpose - cause	Identify Purpose	Benefit of Institutional Logic - WHY
Align the Workforce	Long Term Focus	Gain credence – Community
Empowerment and Focus	Emotional Engagement	Legacy: Endurance over time
Provides “Big” picture Blueprint	Build a Brand	Purpose – beyond making Money
Coherent Identity	Partner with Public	Innovation – Trust – Power
Legacy: Endurance over time	Legacy: Endurance over time	Meaning, Value, Importance

LESSON ONE Overview of Vision - Purpose - Mission Statements (Day 1)

- Define Purpose - Vision and Mission • Describe the Foundation Principles of having a Vision - Purpose • Explain the Laws of having a definite Major Purpose (Influence - Impact) • Identify the Major Categories of having a Definite Major Purpose and Laws of Success (i.e., The 5 P’s of Influence Model for Success (Purpose, Passion, Process People, and Power)

Appealing to our Mind and Human Nature of Vision – Global Positioning System – Where are you and How to get “there” from your current location anywhere in the organization

- Describe the Subconscious Mind and how it triggers based on our awareness leading to the Influence and Decision-Making Process, Behaviors, and Reactions • Explain the starting point of all Success and how that influences a person’s personal – professional lives. How purpose impacts and fulfills Emotional Needs and builds focus • Recognize the Implications and

potential result of not having focus and direction i.e. drifting, wasting time, decision making and negativity.

Casting Off Restraints – No Vision – Counteracting Division and inter-connecting organization’s vision

- Negative Verbal and Nonverbal Communication • Shifting to Positive Mental Attitude • Explain the Principals Laws of Persuasion That Shape People’s Perceptions • Select and Apply the Appropriate Law(s) of Persuasion to Any Given Situation • Recognize the Implications of Unethical Approaches to Using These Laws • Apply the Laws of Persuasion Back on the Job

LESSON TWO Power of Purpose

- Explain the Principle and Power of Purpose and How It Affects Your Ability to Influence internal and external customers • Apply This Principle to Your Job and Your Life

Putting It All Together—Using the Vision to gain the Competitive Advantage • Interactive Day 1

LESSON TWO Power of Purpose (cont’d) Day 2 Expanded Addition Insight

- Review questions and Q&A and Interactive Application: Vision “Blind leading the Blind”
- Explain the Principle and Power of Purpose and How It Affects Your Ability to Influence internal and external customers • Apply This Principle to Your Job and Your Life

Creating Intentional Discomfort – Day 2

- Discuss how Discomfort impacts the way we act and how our Brain responds • Apply the Decisions we make when there is a Definite Major Purpose to Given Situations • Describe Connections Between Principles and Decision Making - Perceptions • Apply the Principles daily in life and on the Job

Taking personal control and Balancing Emotions, Mind, and Will

- Explain How the 17 Principles of Success connect to Vision and Affect Your Ability to Transform yourself and Influence Others • Explain the Principles and How they Affects Your Ability to Influence Others • Apply the Principles of Self-Control and Habits to unleash personal, professional, and relational success

Putting It All Together—Using the Vision to gain the Competitive Advantage • Interactive(s) Day 2