

# Purpose-Driven Leadership: *From Purpose to Impact™*

SEPTEMBER 25-28, 2017 | MONDAY PM – THURSDAY PM, 3 NIGHTS  
1440 MULITVERSITY, SCOTTS VALLEY, CA

## **Transform your impact – define & explore your own path to Purpose-Driven Leadership**

Join Nick Craig, author of the popular Harvard Business Review Article *From Purpose to Impact*, to uncover your leadership Purpose and learn to bring your full and most powerful self to every situation. The approach is built on several tenets:

- There is no “right answer” for how to be a powerful and effective leader. We each have a unique expression of leadership that only we can express.
- Your purpose as a leader is “right in front of your nose,” you just can’t see it.
- Leaders discover together with other Leaders that their purpose is essential to success.

In this three-day program, you will learn to:

- Understand how your most challenging experiences, leadership strengths, core values and motivations point to the purpose that has always been leading you.
- Discover your purpose as a leader.
- Understand the power of individual and organizational purpose.
- Create a Purpose to Impact™ plan defining how you will enable your purpose.
- Receive individual intensive coaching.
- Leave with a support system of other equally purpose driven leaders working over the following 2+ months to bring purpose into reality.

The Institute’s content and methodologies are based on research initiated at the Harvard Business School and field-tested with over 5,000 senior executives from global corporate clients over the last 10 years. This work has been documented and published in Harvard case studies on the senior leadership program at Unilever as well as the Fieldbook on Authentic Leadership, *Finding Your True North* co-authored by Nick Craig.

## **Participants Include**

- Senior executives in general management or leadership positions
- Individuals at the forefront of innovation
- HR or OD managers seeking to increase the impact of leadership

## **Program Elements**

### **SUGGESTED PRE-WORK:**

- Readings
- Self-reflection exercises

### **THREE-DAY INVITATIONAL:**

- Powerful Introductions
- Crucible Stories
- Who You Are at Your Best
- Uncover Core Values
- Define your Leadership Purpose
- Live an Integrated Life
- Create a Purpose to Impact™ Plan

### **POST PROGRAM:**

- 30-day group coaching
- 60-day group coaching
- Final review of Purpose to Impact™ Plan

## **More Information**

### **GLOBAL INVITATIONALS ARE ROUTINELY HELD IN THE FOLLOWING LOCATIONS:**

- Boston, MA
- London, UK
- Scotts Valley, CA

### **CONTACT:**

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## THE AUTHENTIC LEADERSHIP INSTITUTE'S PURPOSE:

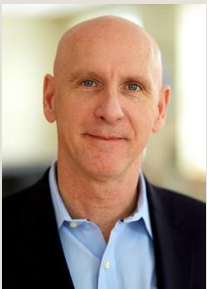
*Committed to waking up those who will wake up the many by inspiring them to discover their purpose and equipping them to lead authentically.*

### Insights on Purposeful Leadership from our Global Clients:

*"The most beneficial part of acting and believing in an authentic leadership style has to do with being true to who you are. There are a lot of leaders out there acting their leadership from a textbook point-of-view, but once you go beyond the textbook stuff, once you try to figure out who you actually are as a leader is what it is all about. For me, the authentic leadership thinking and what I've learned on that journey has helped me figure out, 'What do I have that makes me different than the textbook leader?'"* – Soren Torp-Laursen, CEO Lego US

*"For me the journey started with realizing that everybody sort of knows what you're good and what you're bad at - and they're quite happy to discuss that when you're out of the room. It's when you realize that, you can actually embrace both your strengths and your weaknesses and engage people in helping you. You can then bring your purpose into that, so you're really trying to achieve something more, and something a little bit bigger. I think that combination of that transparency and bringing forward what you really want people to help you with – which is bigger than just selling more ice cream – that to me has been the key."* – Jostein Solheim, CEO Ben & Jerry's

### Presenter for this Invitational



**NICK CRAIG** is the President of the Authentic Leadership Institute. Nick's insights and approach comes from over 25 years of working with top teams, senior leadership programs, executive coaching and architecting results-focused change initiatives. Mid-way through his career, Nick realized that what was least understood, but most needed, was to help senior leaders access their deeper wisdom in challenging times. The last 15 years he has focused on this, resulting in the Authentic Leadership Institute's ability to integrate the work of Purpose/Authentic Leadership to enable sustainable business results. Nick is the co-author of *From Purpose to Impact* with Scott Snook published by Harvard Business Review (May 2014). He co-authored this year's updated release of *Finding Your True North* with Bill George of Harvard Business School. His work in leadership purpose has been used in corporate and academic settings, including GE, Unilever and Wharton's Advanced Management Program. His work with Unilever is documented in the HBS Case, *Unilever's Paul Polman: Developing Global Leaders*. Nick's work as a Wharton Fellow is documented in Wharton@Work, where his article, *Confidence is an Inside Job*, is one of the most requested in the last five years.



### How to Enroll

- This program is hosted by the 1440 Multiversity, Scotts Valley, CA
- Investment per participant is \$2,300 USD
  - Accommodation not included, but available on the [1440 Multiversity](https://www.1440.org) campus
  - Groups of three or more from the same company are eligible for a discounted price
- To enroll, [www.1440.org/program/purpose-driven-leadership](https://www.1440.org/program/purpose-driven-leadership)
- For more details, contact [info@authleadership.com](mailto:info@authleadership.com) | t. + 1-978-772-4827