

Authentic Leadership Invitational: From Purpose to Impact™

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Transform your impact – define & explore your own path to Authentic Leadership

According to the latest research, the most effective leaders in today's global, complex and dynamic business context are *authentic leaders* – and they are in short supply.

Learn how to lead from your own inner compass and become the type of leader you most admire: trusted, inspiring, and one whose impact endures.

Our Invitational programme, "From Purpose to Impact™," is a transformative learning intensive based on the work behind Nick Craig's Harvard Business Review article by the same name. The program is also based on the research detailed in Bill George's best-selling book *True North* and this year's newly updated companion Fieldbook, *Discover Your True North*, co-authored with Nick.

During this two-day Invitational, you will be led by Nick as he guides you to:

- Examine your leadership journey to discover your authentic self
- Align your extrinsic and intrinsic motivators
- Articulate your unique purpose
- Integrate your personal and professional life

The programme culminates in the creation of a *Purpose to Impact™ Plan* to help you align your personal and professional lives in service of your newly articulated purpose.

Participants Include

- Senior executives in general management or leadership positions
- Individuals at the forefront of innovation
- Cross-functional integration leaders
- HR or OD managers seeking to increase the impact of existing leadership programmes

Programme Elements

PRE-WORK TO ONSITE SESSION:

- Pre-readings
- Self-reflection exercises

TWO-DAY INVITATIONAL:

- Powerful Introductions
- Crucible Stories
- Who You Are at Your Best
- Define your Leadership Purpose
- 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
- Santa Cruz, CA

CONTACT:

Marie Levesque, Invitational Program Manager
mlevesque@authleadership.com
+1-978-707-5143
www.authleadership.com
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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.

Feedback from our Most Recent Invitationals

"An exceptional experience that made me dig deep, re-evaluate my strengths and find a purpose that I hadn't realized was driving me." – Fiona Irvine, University of Birmingham & Florence Nightingale Foundation Leadership Scholar

"Expertly facilitated introspection with life changing impact. Outstanding program – unlike any I've had in my 25-year professional career." – Peter Bell, R&D Director, Thermo Fisher Scientific

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. He realized mid-way through his career 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 with the achievement of sustainable business results. Nick is the co-author of "From Purpose to Impact" with Scott Snook published 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. His article, "Confidence is an Inside Job," is one of the most requested in the last five years.



How to Enroll

Investment per participant is \$3,500 USD, and includes breakfast, lunch and snacks (accommodation not included). Groups of three or more from the same company are eligible for a discounted price. To enroll or for more details, contact Marie Levesque at: mlevesque@authleadership.com or via phone at: +1.978.707.5143.