



The big why

FINDING **MEANING**, CONTENTMENT AND JOY, FOR LIFE AND WORK

The global context is an essential component of the programme. Work lacks meaning and leaders are seen to lack integrity. **A leader's ability to understand, connect to and act from a place of personal purpose is vital to re-building trust and inspiring the world around them.**

So **many pressures compete for our attention** that it can be hard to navigate a meaningful path and know what we should tune in to, how we should act and in whose interests. Personal **purpose helps us filter out the noise and act with greater clarity.** It allows us to trust that our vision, decisions and actions are correct - **for ourselves and for the world.**

The programme includes modules on:

1. The Case for Purpose.
2. Ikigai and other purpose models.
3. Energy resourcefulness.
4. Connecting participants with their internal landscape.
5. Defining their Purpose Statement.

By the end of the programme, participants will be better able to:

- Find their own sense of purpose and understand their relationship to it; what purpose means and can do for them.
- Share their own perspective on purpose with others.
- Allow its impact to be felt by understanding their own context for putting purpose into practice.
- Understand the case for purpose and the shift from shareholder value to shared value, in relation to themselves, their organisation and the wider world.

The programme is designed for mid to senior leaders and those with high potential, whose continued engagement with their business or organisation is seen as vital. It focuses on the individual and creating the conditions for them to **discover and develop their personal sense of purpose.** It is not designed to develop a corporate 'purpose statement'.

TERMS AND CONDITIONS

- Max. 8 participants per facilitator
- Online and face to face
- 2 days core or 3 days extensive programme