

As humans, we are motivated by purpose; and as leaders, purpose holds a unique importance due to our responsibility to positively influence members of our team, impact our organization’s culture, and transform the communities in which we live. As humans, when our actions are aligned to purpose, we have a sense of belonging (a sense of being); and as leaders, actions aligned to purpose help shape strategy, increase employee engagement, provide greater care for customers, inspire others in our communities, and navigate complexity in time of great change and moments of truth. To create such purpose, we must ensure we are Leading On Purpose. That is the focus of this 8-week fully facilitated training; establishing a sense of purpose and fulfilling the meaning of who we are, in what we do, and why. Intentionally designed from scientific evidence and proven practices of great leaders, Leading On Purpose will help existing and emerging leaders alike reappraise any longstanding purpose or uncover one for the first time with the use of self-assessments, interactive exercises, online and real-time peer discussions, cohort-based webinars, and self-reflection. The outcome from the training will be increased clarity in your role as a leader and increased confidence in your ability to lead on purpose.

Module 1: The Power of Purpose

Assessing your purpose and knowing its importance.

Module 2: Human Motivation

From basic needs, to belonging, to contributing value.

Module 3: The Theory of Work

It’s people serving people, then mission, vision, values.

Module 4: Followership First

Providing great leadership from exemplary followership.

Module 5: The Decisions We Make

Aligning awareness, decisions, and actions for success.

Module 6: Touch-Point Possibilities

Realizing the opportunity in every point of connection.

Module 7: Facing the Giants

Living with the perpetual need to do more with less.

Module 8: From Purpose to Impact

Measuring leadership (and life) on impact not intention.



“A leader’s role is not to merely preside over a team, but to inspire a sense of purpose.”

– General Colin Powell (1937-2021)



“This course not only inspired me to be a better leader it gave me the opportunity to practice new strategies to implement and a great cohort to share with every week.”

– PDA Graduate



“Leading on Purpose is a thought-provoking course. There were many 'aha' moments! Topics such as 'touchpoints' and 'facing the giants' were timely and made me realize how important such topics are and how many of us take those opportunities for granted.”

– PDA Graduate