Purpose-Driven Leadership

Know your why: mission, vision and purpose

THE PROBLEM

Teams that know why they exist decide faster and stay longer. Most mission statements are written for the website and forgotten by the team.

YOU LEAVE WITH

1. Your personal why, put into words.
2. A mission and vision for your team that people can use to decide.
3. A plan to make the purpose visible in daily work.

LEARNING OUTCOMES

- Articulate their personal purpose as a leader.
- Write a team mission and vision that guide real decisions.
- Embed purpose in team routines and choices.

DURATION
Half-day, 08:30 to 12:30

HANDS-ON
3h15 practice, 0h30 theory (13%)

FORMATS
Public or in-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Leaders and their teams.

HOW EVERY AETHEIS COURSE WORKS

Labs first On your own material	**Theory capped** Under 20% of the time	**Atlas follow-up** Day 3, 7 and 30

PROGRAMME

Time	Block	Theory	Practice
08:30–10:15	**Your why.** Purpose and the golden circle; your personal why	15 min	90 min
10:30–12:30	**Your team's mission.** Mission, vision and values that decide	15 min	105 min
Total	Breaks not counted	**0h30**	**3h15**

LABS, ON YOUR OWN MATERIAL

Personal why
Your purpose, in one sentence.

Team mission
Written, then tested on three real decisions.

WHAT TO BRING

Your organisation's current mission and values, if any.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates and worksheets stay in your space.

LEARNING PATH

BEFORE	THIS COURSE	AFTER
No prerequisite	**LDR9 Purpose-Driven Leadership**	LDR1 Digital Leadership Mindset

FORMATS AND PRICE

Rs 18,000 · €350 · USD 400

per participant

Half-day, excluding VAT; refreshments and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

Training a whole team?
We run this course in-house, with labs built on your own material →
aetheis.com