Becoming a Purpose-Driven Organization

PROGRAM DESCRIPTION
In this 4-week course discover what it means to be a Purpose-Driven Organization and learn how you can align your organization with an authentic high purpose, one that intersects with business interests and helps guide decision-making. Readings, discussions, and application activities in this course provide you with the necessary skills and tools you need to help your company become a purpose-driven organization. One of the most important insights associated with creating a purpose-driven organization is that in a company that has an authentic higher purpose, all decisions are arbitrated by the purpose. This leads the company to move from decisions of expediency to decisions of principle.

WHAT SETS THIS PROGRAM APART?
• Disrupt managerial conventional assumptions that create a workforce that fosters self-interest and is motivated by external rewards and punishments. Avoid building systems of managerial control that encourages employees to make conventional assumptions. This thinking increases failure to see opportunities and lead to conflict, resisting feedback, underperformance, and personal stagnation.
• Develop leaders who accept the truth of conventional reality and recognize they have the power to transform it.
• Build great teams and leaders whereby individual and collective performance climbs and where the desire to move from self-interest to collective interest prevails.
• Learn from Michigan Ross, #3 Global Provider Financial Times Open Enrollment, 2020.

ABOUT THE EXPERTS
Bob Quinn, Executive Education Faculty
Robert E. Quinn holds the Margaret Elliot Tracey Collegiate Professorship at the University of Michigan and serves on the faculty of Management and Organizations at the Ross Business School. He is a co-founder and the current co-director of the Center for Positive Organizations. Quinn’s research and teaching interests focus on leadership, organizational change and effectiveness. He has published 18 books on these subjects.

Anjan Thakor, Executive Education Faculty
Anjan Thakor holds the John E. Simon Professorship of Finance and is Director of the Olin Business School’s PHD program and Director of the WFA Center for Finance and Accounting Research. From 2000-2003, Anjan was the Edward J. Frey Professor of Finance at the Ross School of Business. His current research focuses on financial stability, bank capital, innovation, cultures and the economics of higher purpose. He has published research articles in numerous leading economics and finance journals. In addition to his many published articles, monographs, and book chapters he has written numerous books.

KEY BENEFITS
• Create a purpose driven organization
• Move a culture from focusing on limitations to possibilities
• Increase employee engagement, customer satisfaction, and economic performance
• Unleash the positive energizers in your organization to inspire and achieve
• Learn from video cases of CEOs who have succeeded
• Learn from the foremost book on Creating a Purpose Driven Organization

WHO SHOULD ATTEND
• Executives, leaders, and department heads
• Rising leaders in their organizations who are seeking new ways to maximize and motivate their employees by giving new purpose to their organization.
• Ideal candidate roles are in the mid-range or above in their organization.
• Teams designated to bring purpose to an organization

PROGRAM STRUCTURE

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Envision a Purpose-Driven Organization</td>
<td>• Work in Teams or Individually to Interview and Refine Purpose</td>
<td>• Turn the Higher Purpose into a Constant Arbiter</td>
<td>• Work in Teams or Individually to Finalize Purpose and Action Plans</td>
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<td>• Discover the Purpose</td>
<td>• Meet the Need for Authenticity</td>
<td>• Stimulate Learning</td>
<td>• Turn Mid-level Managers into Purpose-Driven Leaders</td>
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<tr>
<td>• Meet the Need for Authenticity</td>
<td>• Organizational and Individual Diagnostic</td>
<td>• Turn Mid-level Managers into Purpose-Driven Leaders</td>
<td>• Connect the People to the Purpose</td>
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<td>• Unleash the Positive Energizers</td>
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This course is organized by daily lessons requiring approximately 30 minutes of your time. Activities vary in type (videos, readings, online discussions, etc.) and you can complete them all at once or in small segments, as time allows throughout your工作day.