BECOMING A PURPOSE DRIVEN ORGANIZATION

Align your organization with an authentic higher purpose, one that intersects with business interests and helps guide decision-making.

AUGUST 9 - SEPTEMBER 3, 2021
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.

**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

**WHAT SETS THIS PROGRAM APART**
- Disrupt managerial conventional assumptions that create a workforce that fosters self-interest and is motivated by external rewards and penalties which in turn, builds systems of managerial control and 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.
- Engage in a live Q&A session with faculty leadership expert, Robert Quinn.

**KEY BENEFITS**
- Create a purpose driven organization which permeates business strategy and decision making, so the personal good and the collective good become one and collaboration increases, learning accelerates, and performance climbs.
- Move a culture from focusing on limitations to identifying 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
THE PROGRAM STRUCTURE

This course is organized by daily lessons requiring approximately 30-45 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 workday.

WEEK 1: DISCOVERING OUR PURPOSE
- Envision a Purpose-Driven Organization
- Discover the Purpose
- Meet the Need for Authenticity
- Organizational and Individual Diagnostic

WEEK 2: INDIVIDUAL AND ORGANIZATIONAL PURPOSE
- Work in Teams or Individually to Interview and Refine Purpose

WEEK 3: IMBUING THE ORGANIZATION WITH PURPOSE
- Turn the Higher Purpose into a Constant Arbiter
- Stimulate Learning
- Turn Mid-level Managers into Purpose-Driven Leaders
- Connect the People to the Purpose
- Unleash the Positive Energizers

WEEK 4: STARTING YOUR PURPOSE JOURNEYS
- Work in Teams or Individually to Finalize Purpose and Action Plans (2.5 days)
- Closeout the Course with a Live Session with Renowned MI Ross Leadership Faculty, Robert Quinn.
THE FACULTY

BOB QUINN

Robert E. Quinn holds the Margaret Elliot Tracey Collegiate Professorship at the University of Michigan and serves on the faculty of Management and Organization 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.

Bob is a fellow of the Academy of Management and the World Business Academy. He was a co-recipient of the Academy of Management’s 2010 Martin Trail Blazer Award for opening new directions in the field of organization theory. He is also the recipient of the 2011 Marion F. Gislason Award, presented for life-long contributions to the field and practices of leadership. His paper on positive leadership was recently selected by the Harvard Business Review as one of the ten all-time classics in self-leadership. His competing values framework is used by organizations across the globe. He has forty years of experience in assisting organizations in making cultural change.

ANJAN THAKOR

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. Until July 2003, he was the Edward J. Frey Professorship of Banking and Finance and Chairman of the Finance Group (2000-03) at the University of Michigan Business School. Prior to joining Michigan, he served as the NBD Professor of Finance and Chairman of the Finance Department at the School of Business at Indiana University. Anjan has also served on the faculties of Northwestern University and UCLA as a visiting professor. He received his PhD in Finance from Northwestern University.

He is a research associate of the European Corporate Governance Institute and a Fellow of The Financial Theory Group. He has served as managing editor of Journal of Financial Intermediation from 1996-2005 and currently serves as an associate editor. He is past-President and a founder of the Financial Intermediation Research Society.

Anjan’s research interests focus on banking, information economics, and corporate finance. His current research focuses on financial stability, bank capital, innovation, culture and the economics of higher purpose. He has published research articles in leading economics and Finance journals.
THE UNIVERSITY OF MICHIGAN

Founded in 1817, University of Michigan is one of the first public universities in the U.S. The University of Michigan is one of only two public institutions in the U.S. consistently ranked in the top ten and has more than 100 top-ranked graduate programs. U-M maintains a global presence including initiatives in Southeast Asia, Brazil, the Middle East, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is committed to building a better world through business. Through powerful ideas, purpose-driven leaders, and positive impact, we use business to make a meaningful difference in the world. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence. Approximately 230 faculty members research, consult and teach in all areas of business.

EXECUTIVE EDUCATION

Michigan Ross offers 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world.

Executive Education has been named a Top 10 global provider by the Financial Times for the past five years fueled by excellence in our unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organizational performance.

No matter your business challenge or strategic priority, Michigan Ross can be your partner in success. We’ll help take your organization’s leaders to the next level as they collaborate with world-class faculty who are adept at translating academic work into effective business practices. Our hands-on, action-based approach helps identify organizational goals and immediately apply proven concepts to your everyday work.

Open Enrollment Programs

Whether you’re an organization working to enhance your leadership pipeline or an individual seeking to advance your career, Michigan Ross Executive Education offers a variety of programs to satisfy your needs.

Custom Online Programs

Michigan Ross collaborates with organizations around the world to translate their goals into successful, immersive digital learning experiences.
DIGITAL PROGRAM

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UPCOMING
Aug. 6 - Sep. 3, 2021

TUITION
$1,000 US

- Tuition covers access to the course platform, content and activities.
- Program registration closes five business days prior to the program start date.
- Tuition must be paid in full in US dollars (net of any tax) before access to the course platform can be granted.
- Program discounts may be available for selected programs; contact us for specific details.
- See our website for our Cancellation, Transfer & Substitution Policy

FOR MORE INFORMATION, CONTACT:
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REGISTER TODAY »