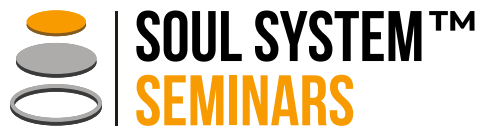


MODULE 4

**IMPLEMENTING WITH SOUL:
BRINGING PURPOSE AND
VISION TO LIFE**



2-DAY-SEMINAR-ON-SITE OR VIRTUAL LEADERSHIP ALIGNMENT

INSIGHT 1	INSIGHT 2	INSIGHT 3
<p>Defining purpose, vision, mission, values and spirit</p> <hr/> <p>An overview of what is understood by purpose, vision and mission, how they are interrelated and come into play when building corporate soul.</p> <p>Participants will gain clarity on their company's purpose, vision and mission. This requires reflecting on underlying values and spirit first, individually and in the corporate context.</p>	<p>Aligning purpose and performance</p> <hr/> <p>A strong common purpose and sense of direction is directly connected to a company's success.</p> <p>Participants will learn what kinds of hands-on measures they can implement in order to link purpose to performance. They will get insights on how to apply the right indicators that measure progress on the shared element of creating corporate soul.</p>	<p>Measuring what matters</p> <hr/> <p>Measuring what matters and thus implementing the right metrics is key to evaluate a company's goal-setting approach and overall performance.</p> <p>Participants will understand how to identify appropriate KPIs, apply the OKR framework to meet targets and implement effective measures such as the assessment of leadership abilities into their employee engagement scores.</p>

INCLUDED FOR BOTH PRE- AND POST-TRAINING:

Emotional Intelligence Assessment	MSCEIT
Self-directed course	
Leadership online simulation	Cultural Awareness

TAKEAWAYS

Why having a clear understanding of purpose, vision and mission is important

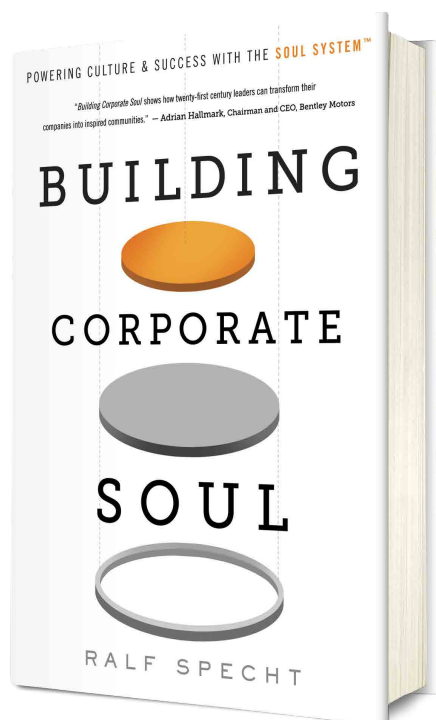
How they are interrelated and contribute to a company's spirit

Why it is important to reflect on underlying values first

How to link purpose to a company's overall performance

How to measure what really matters with appropriate KPIs and OKRs

Available for individual participants as well as for entire teams.



Each participant receives a copy of the book "Building Corporate Soul"



Course - Certificate from BUILDING CORPORATE SOUL ACADEMY