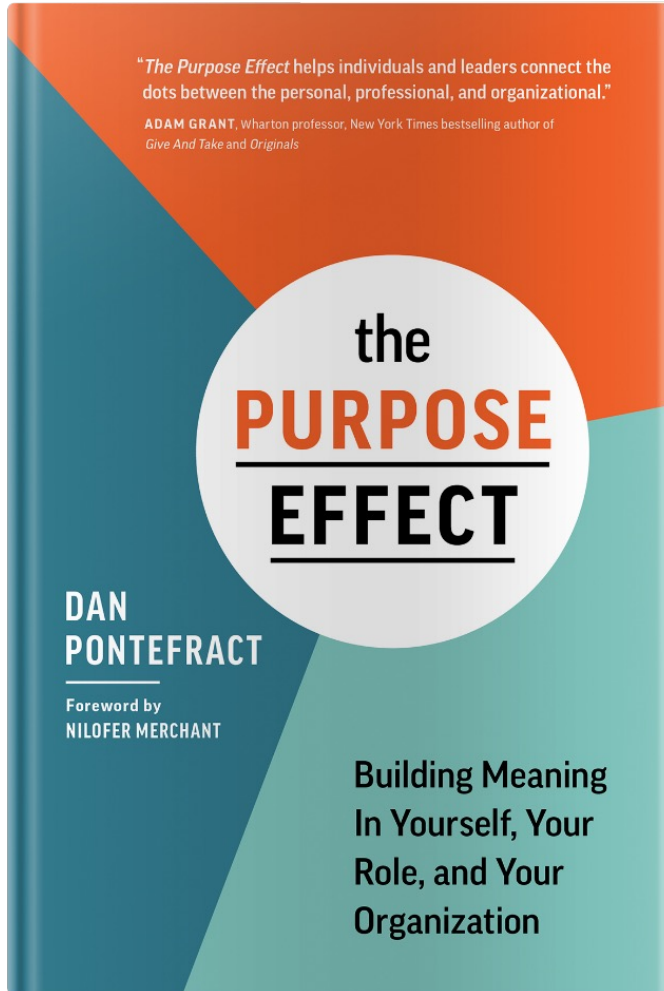


The Power of Purpose



OVERVIEW

**Full-Day and Half-Day
F2F Workshop Options or
3-Part Virtual Masterclass**

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The Power of Purpose

Workshop Overview

A leader's own sense of purpose can often be the difference in both meaningful work and a meaningful life.

The aim of anyone in any organization ought to be to develop sustainable and flourishing roles, ones full of purpose. If a leader feels a sense of purpose in their role, they are likely to do amazing things for the organization and its stakeholders. It's no different at your organization. This form of self-leadership will fuel a more engaged workplace for everyone. When leaders are engaged and full of purpose, good things happen for the organization as well as that leader's own life.

When we understand the importance of purpose for ourselves and the organizations where we work, it's a step in the right direction. By enacting a sense of purpose, an engaged organization will be more successful, productive, and endearing to its customers – indeed all stakeholders. Purpose of self is key, but so too is enacting the purpose of an organization. This is where the magic happens. This is where team members and leaders alike can shine.

Having a sense of purpose has become table stakes for employees at work. Equally important, organizations need to exhibit purpose in their operating practices. If there is a positive interconnection between the key points of purpose, the benefits will be felt by all walks of life, be it employees, customers, the community, or the environment. This is how your organization wins; by leaders embracing its purpose & defining/aligning their own sense of purpose.

Dan Pontefract, refers to this balanced state of purpose as the 'sweet spot.' The alignment of purpose between self, role and organization is important for everyone. By aligning to the "sweet spot" of purpose, team members and leaders can help improve its results while simultaneously feeling a sense of meaning in their work and life.



The Power of Purpose



Workshop Pillars

- Recognize the difference between a job, career, and purpose mindset. How is purpose linked to defining your current and future self as a leader.
- Distinguish the traits that make up purpose-driven leaders and learn ways in which to bring them into daily and long-term planning.
- Discover examples of purpose-based leadership and how it can positively impact your productivity and team engagement. (Aligned to your organization's purpose, mission, culture, values, behaviours)
- Multiple stories, cases, and discussion options so attendees can apply methods to help improve the use of purpose in various leadership attributes culminating in the drafting of a personal declaration of purpose.

Workshop Options

- Face-to-Face (half-day or full-day options)
 - Content includes all workshop pillars from above for both options, but full-day workshop contains more hands-on group and table exercises and case studies
- Virtual Masterclass (three 90-minute sessions)
 - Content includes all workshop pillars from above but focused specifically on the behaviour changes and actions items to take

About Dan Pontefract



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Dan to your
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Dan Pontefract is an award-winning leadership strategist, culture change expert, best-selling author, and keynote speaker.

Dan has presented at four different TED events and also writes for Forbes and Harvard Business Review. He is an adjunct professor at the University of Victoria, Gustavson School of Business and has garnered more than 25 industry awards over his career.

His five books are *WORK-LIFE BLOOM*, *LEAD. CARE. WIN. OPEN TO THINK*, *THE PURPOSE EFFECT* and *FLAT ARMY*.

Dan is honoured to be on the Thinkers50 Radar list. HR Weekly listed him as one of its 100 Most Influential People in HR. And PeopleHum listed Dan on the Top 200 Thought Leaders to Follow.

Previously as Chief Envisioner and Chief Learning Officer at TELUS—a Canadian telecommunications company with revenues of over \$15 billion and 90,000 global employees—he launched the Transformation Office, the TELUS MBA, and the TELUS Leadership Philosophy, all award-winning initiatives that dramatically helped to increase the company's employee engagement to record levels of nearly 90%.

Dan has worked with organizations globally, including the likes of Salesforce, Amgen, State of Tennessee, Nestlé, Canada Post, Autodesk, Manulife, Nutrien, City of Toronto, CPPIB, and BMO, among many others.



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Got 2 minutes?



Watch Dan's
sizzle reel

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