

EXECUTIVE DEVELOPMENT PROGRAM

JUNE 4, 2013

8:30 AM–4:30 PM

PUBLIC \$995

UD ALUMNI \$945

PARTNER \$870

LEADERSHIP WITH PURPOSE: TURNING GOOD INTENTIONS INTO GREAT RESULTS

Most organizations are continuously investing in improving performance. This commitment to getting better is laudable, but many times organizations overlook a critical element within their organization that, when tapped, can sharpen focus, tighten alignment, hone execution, and – in the process – deliver better results. It's called *Purpose*.

Can you clearly describe the purpose of your organization in a single sentence? More importantly...can your employees? If not, there is a good chance your organization is not performing at it's full potential.

When an organization succeeds, it's because the people who drive it know what they do and why they do it. As a leader, it's your responsibility to help your people connect their work with meaning. This kind of attitude, commitment, and direction found in a workplace led by a clear sense of purpose is found at the most successful, top tier organizations.

Based on in-depth research and interviews with business executives in multiple sectors, this program provides practical steps you can take to instill a sense of purpose throughout your organization. This program will give you the insight and guidance you need to ensure that your organization succeeds in the everchanging economy.

You'll learn how to instill a sense of ownership, ensure that organizational purpose is understood and acted upon by all your people, encourage resourcefulness and flexibility, and communicate in a way that will drive your organization from one success to another in order to turn good intentions into great results.

THIS PROGRAM WILL HELP EXECUTIVES:

- Turn a sense of collective direction or purpose into a strategic advantage for you and your people.
- Create an environment in which your employees become comfortable with ambiguity, while also realizing it is safe to fail (as well as prevail).
- Integrate leadership development into management as an ongoing process.



John Baldoni

John Baldoni is an internationally recognized leadership consultant, coach, author and speaker. His ninth book, Lead Your Boss, was hailed by Harvard Business Review as a "guide that provides useful advice... [and] is encouraging and inspirational."

In Fall 2011, John published his tenth book, Lead With Purpose: Giving Your Organization a Reason to Believe in Itself. Over the past decade John has established himself as a world authority on topics that matter to leaders who are seeking insight into leadership challenges of the day. Through his books and his many columns for leading business publications, John has become a source of practical wisdom on topics such as influencing without authority, applying power appropriately, leading with grace and conviction, and developing genuine followership.

In 2012, Leadership Gurus named John number 10 on its list of top thirty global leadership gurus. In 2009 John was named one of the world's top 25 leadership experts by Top Leadership Gurus International.

John speaks widely to corporate, professional, military and university audiences. Those who attend John's workshops find his programs to be practical and his advice inspirational. Mixed with stories of great men and women, and leavened with light-hearted humor, John seeks down-to-earth practical advice that individuals can apply immediately.