

# THREEHANDS

## Purposeful Leader Programme

### *Equipping leaders to bring purpose to life*

The Purposeful Leader Programme aims to develop leaders who are skilled, empowered and motivated to bring purpose to life through everyday actions, strategic thinking and inspiring others – so that their organisations become more innovative, resilient and respected in these uncertain times.

Examples of classic leadership skills	+ Examples of new skills for purposeful leaders
Intelligence...	... Emotional intelligence
Conformity...	... Courage
Linear thinker...	... Systems thinker
Competitive...	... Collaborative and humble
Focused on profit...	... Focused on purpose (with profit an outcome)

*Purposeful leaders have adopted the 'new' values and skills on the right, without discarding the 'classic' skills on the left.*

Over six months and through various modules, coaching interactions and group work, the programme will develop purposeful leader values, skills and actions in the context of self, business and society:

- Self-awareness, exploration of business values and immersion in societal themes
- Inspiration from purpose-driven leaders
- Exploring the shift from classic leadership skills to purposeful leader skills
- Practical purpose-driven change project

#### Phase 1: Immersion

**Society:** Understanding the external context

**Business:** Exploring our culture and purpose

**Self:** My own values and purpose

#### Phase 2: Learning and action

**Inspiration:** From exemplar businesses and leaders

**Attributes:** Purposeful leader beliefs, values, skills and behaviours

**Change:** Purpose-driven change project within the business

#### Phase 3: Impact

**Share:** Communicate the change project and its impact

**Engage:** Create a critical mass of advocates for further purpose-driven activity

**Longer term goals:** Identify further purpose-driven change goals

#### THE BESPOKE PROGRAMME

For individual businesses, tailored to organisational values, culture and purpose, taking into account:

- Specific organisational needs
- Business sector
- Existing engagement in key social and environmental issues
- Existing narrative on and reality of purpose
- Seniority of participants, from 'HiPo' to senior leaders
- Flexible dates and length

#### THE MIXED PROGRAMME

For four businesses only, with four participants from each

- Limited to four businesses, so impact will be on the organisational as well as individual level
- Working with and learning from peers in other organisations
- Tailoring around social and environmental issues of relevance to each business
- Late March to mid-July 2021

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