

PURPOSEFUL LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

Purposeful Leadership Training Course helps leaders move beyond authority and toward genuine influence built on clarity, values, and trust. Participants examine their own leadership purpose, learn how to communicate it, and translate it into everyday decisions and behaviours. The program combines self-assessment, coaching practice, and team-based exercises that reveal how purpose drives engagement and performance. As a result, learners leave with a personal leadership framework they can apply immediately. Furthermore, the course strengthens emotional intelligence, coaching ability, and the courage to lead through change.

Purposeful Leadership Course Objectives

- Define personal leadership purpose and connect it to organizational values and strategy.
- Apply the Golden Circle (Simon Sinek) and Ikigai frameworks to clarify purpose.
- Use emotional intelligence models, including Goleman's framework, to lead with awareness.
- Build trust with teams using the Trust Equation and credibility practices.
- Adapt leadership style using situational leadership (Hersey-Blanchard) and transformational leadership theory.
- Coach team members using the GROW model and active listening techniques.
- Give constructive feedback with the SBI (Situation-Behaviour-Impact) model.
- Set meaningful team goals using OKRs and values-based decision criteria.
- Lead authentically through change using Kotter's eight steps and the ADKAR model.
- Strengthen personal resilience, wellbeing, and ethical decision-making.

Course Methodology

- Self-assessment tools, including values clarification and purpose mapping.

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- Interactive workshops on emotional intelligence and authentic influence.
- Paired coaching practice using the GROW model and active listening.
- Group exercises on feedback, trust building, and situational leadership.
- Simulation of leading a team through change and uncertainty.
- Individual reflection, journaling, and facilitator coaching throughout.

Who Should Take This Course

- Team leaders, supervisors, and first-line managers.
- Middle and senior managers seeking greater personal impact.
- HR and organizational development professionals.
- Project and program leaders working with cross-functional teams.
- Entrepreneurs and business owners leading growing organizations.
- Professionals preparing to step into leadership roles.

Purposeful Leadership Course Outlines

Day 1: Finding Your Leadership Purpose

- Leadership purpose versus position and authority.
- Personal values clarification and values alignment.
- The Golden Circle (Why, How, What) for purpose articulation.
- Ikigai as a framework for meaningful leadership.
- Connecting personal purpose to organizational mission.
- Purpose statements: drafting, testing, and refining.
- Case study: leaders who built influence through purpose.





Day 2: Emotional Intelligence and Self-Awareness

- Goleman's emotional intelligence framework: self-awareness, self-regulation, motivation, empathy, social skill.
- Identifying personal triggers, strengths, and blind spots.
- The Johari Window for understanding self and others.
- Managing emotions under pressure and ambiguity.
- Empathy as a leadership capability.
- Mindfulness and stress regulation practices.
- Exercise: building a personal leadership development plan.

Day 3: Trust, Influence, and Authentic Communication

- The Trust Equation: credibility, reliability, intimacy, self-orientation.
- Building credibility through consistency and follow-through.
- Authentic communication and presence.
- Listening levels and active listening techniques.
- Influencing without authority using the principles of persuasion.
- Difficult conversations and managing conflict constructively.
- Workshop: trust-building conversations with team members.

Day 4: Coaching, Feedback, and Developing Others

- Situational leadership (Hersey-Blanchard) and matching style to need.
- Transformational leadership theory and its four dimensions.
- The GROW model for structured coaching conversations.
- Powerful questioning and reflective listening.

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- Feedback with the SBI (Situation-Behaviour-Impact) model.
- Recognition, motivation, and delegation practices.
- Simulation: coaching a team member through a performance issue.

Day 5: Leading Change with Purpose and Resilience

- Kotter's eight steps and the ADKAR model for leading change.
- Communicating purpose during change and uncertainty.
- Setting team goals with OKRs and values-based criteria.
- Building psychological safety and engagement.
- Personal resilience, wellbeing, and sustainable leadership.
- Ethical decision-making and leading by example.
- Capstone: presenting a purposeful leadership action plan.

Conclusion

By successfully completing Purposeful Leadership, participants will gain a clear personal leadership framework built on values, emotional intelligence, and trust. They will acquire skills in purpose articulation, coaching conversations, feedback, and leading change with confidence. Gentex Training Center designs the program to help leaders create teams that perform because they believe in the direction, not because they are told to.

FAQs

Q1 What is the "Purposeful Leadership" course about?

It focuses on leading from values and intent rather than title alone. The course covers purpose articulation, emotional intelligence, trust building, coaching, feedback, and change leadership, so purpose becomes part of daily decisions rather than a written statement.





Q2 What are the key benefits of the "Purposeful Leadership" course?

You gain a clear, personal leadership approach and stronger influence with your team. The course improves trust, raises engagement, sharpens your coaching and feedback skills, and helps you stay steady and ethical when pressure and change test your judgement.

Q3 What skills will I gain from the "Purposeful Leadership" course?

You will develop four core skills: purpose articulation and values alignment, emotional intelligence and self-awareness, trust building and authentic influence, and coaching, feedback, and change leadership.

Q4 What tools, methods, or standards are covered in the "Purposeful Leadership" course?

The course covers the Golden Circle, Ikigai, Goleman's emotional intelligence framework, the Johari Window, the Trust Equation, situational leadership (Hersey-Blanchard), transformational leadership theory, the GROW model, the SBI feedback model, OKRs, Kotter's eight steps, and the ADKAR model.

Q5 How is the "Purposeful Leadership" course applied in real-world practice?

Participants apply it to real situations such as running a team purpose workshop, coaching a struggling team member, giving difficult feedback, and leading a department through restructuring. The same practices support engagement plans, performance conversations, and culture-building initiatives.