Leading with Purpose

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Agenda

- Participants will develop an understanding of purpose in the context of leadership
- Participants will explore the importance of self-awareness and how to build integrity
- Participants will examine actions and attitudes that encourage trust and meaning
What is purpose?
The Golden Circle

**Why** = The Purpose
- What is your cause? What do you believe?

**How** = The Process
- Specific actions taken to realize the Why.

**What** = The Result
Maslow’s Hierarchy of Needs

- **Physiological needs:** food, water, warmth, rest
- **Safety needs:** security, safety
- **Belongingness and love needs:** intimate relationships, friends
- **Esteem needs:** prestige and feeling of accomplishment
- **Self-actualization:** achieving one’s full potential, including creative activities

Self-fulfillment needs
Psychological needs
Basic needs
The Four Agreements

- Be impeccable with your word
- Don’t take anything personally
- Don’t make assumptions
- Always do your best

(Don Miguel Ruiz, 2000)
Purpose

The two most important days in your life are the day you are born and the day you find out why.

-Mark Twain

Definition: the reason for which something is done or created or for which something exists.

Insanity is doing the same thing over and over again and expecting different results.

-Albert Einstein
Self-Awareness

- Self-Esteem
- Self-Concept
- Self-Actualization

(LeFrancois)

Try it!
kevan.org/johari
The Four Domains of Leadership Strength

**Analytical (Strategic Thinking)**
- Analytical
- Context
- Futuristic
- Ideation
- Input
- Intellection
- Learner
- Strategic

**Driver (Executing)**
- Achiever
- Arranger
- Belief
- Consistency
- Deliberative
- Discipline
- Focus
- Responsibility
- Restorative

**Amiable (Relationship Building)**
- Adaptability
- Developer
- Connectedness
- Empathy
- Harmony
- Includer
- Individualization
- Positivity
- Relator

**Expressive (Influencing)**
- Activator
- Command
- Communication
- Competition
- Maximizer
- Self-Assurance
- Significance
- Woo
Mission Statement

“Writing or reviewing a mission statement changes you because it forces you to think through your priorities deeply, carefully, and to align your behavior with your beliefs.”

(Stephen Covey, 7 Habits of Highly Effective People)
Emotional Intelligence

<table>
<thead>
<tr>
<th>Self</th>
<th>Social</th>
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<tbody>
<tr>
<td><strong>Self Awareness</strong></td>
<td><strong>Social Awareness</strong></td>
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<td>Self-Confidence</td>
<td>Empathy</td>
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<td>Emotional Self Awareness</td>
<td>Organisational Awareness</td>
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<td>Accurate Self Assessment</td>
<td>Understanding the environment</td>
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<td><strong>Self Management</strong></td>
<td><strong>Social Skills</strong></td>
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<td>Self-Control</td>
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<td>Trustworthiness</td>
<td>Inspirational Leadership</td>
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<td>Conscientiousness</td>
<td>Developing others</td>
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<td>Adaptability</td>
<td>Influence</td>
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<td>Drive and motivation</td>
<td>Building bonds</td>
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<td>Initiative</td>
<td>Team Work and Collaboration</td>
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Integrity

- Match behaviors with values
  - Trust
  - Credibility
  - Accountability

Meaning

- Interception of values & talents
- Motivation to take risk
- Happiness
Efforts and courage are not enough without purpose and direction.

John F. Kennedy