

# LEADERSHIP

Modular Series™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

## Clarifying Your Team's Purpose and Strategy™



“Out of 12,182 people surveyed, 55 percent said they did not know what their organization’s mission and purpose were.”

—FranklinCovey xQ Survey and Harris Interactive

### ▶ OUTCOMES

**Participants in FranklinCovey's *Clarifying Your Team's Purpose and Strategy* will learn to:**

1. Implement strategies for clarifying their team's purpose.
2. Instill in team members an understanding of their jobs and how they link to the organization's key goals.
3. Create a strategy for their team to execute on the organization's most important financial goals.
4. Draft their own Team Purpose Statement.

### Challenge

How much time and resources are wasted on a lack of clarity?

At best, employees who don't understand how their jobs align with the organization's key goals are more likely to produce work that is simply adequate rather than exceptional. When organizations fail to ensure that employees have a clear understanding of how their contributions support the overall purpose, time and resources are squandered on aimless pursuits and busywork.

Unfortunately, the percentage of individuals who really understand their organization's mission and purpose is strikingly low. Without understanding how their jobs affect the organization's purpose, employees perform to the lowest expectations of their job descriptions, not the highest.

## Solution

### Create a system to clarify your team's purpose and strategy.

This powerful program helps leaders understand that clarity at every level is critical to an organization's success. They gain a clear understanding of their own purpose and how their job fits into the organization's strategy and mission. Participants then learn how to create a crystal-clear strategy for achieving team goals as they relate to the organization's mission and financial success. Leaders who attend the program gain:

- The ability to connect their team's purpose to the mission, values, and strategy of the organization.
- The means to help team members understand their jobs and how they are key contributors to the organization's goals.
- Skills, tools, and a plan for leading their team in executing on the organization's most important goals.
- A clear Team Purpose Statement to implement with their teams.

## Tools

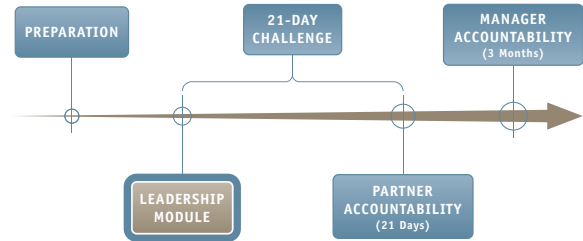
Participants in the *Clarifying Your Team's Purpose* program receive the following tools:

- Participant guidebook
- Tools CD
- Participant DVD (including a select video from the program)
- 21-Day Challenge
- Talent Cards



## The Process

More than just a program, *Clarifying Your Team's Purpose* takes a process-oriented approach to developing great leaders.



## FranklinCovey's Leadership Modular Series: Scalable, Flexible...Doable

Tap into the most essential tools for today's leaders with our *Leadership Modular Series*.

With manageable four-hour programs, now even your busiest leaders can focus on the specific competencies that target their personal leadership gaps.

The *Leadership Modular Series* includes the following instructor-led programs:

1. The 4 Imperatives of Great Leaders
2. Inspiring Trust
3. Clarifying Your Team's Purpose and Strategy
4. Closing the Execution Gap
5. Building Process Excellence
6. Unleashing Talent
7. Leading Across Generations

## Give your leaders the knowledge and tools they need to clarify their team's purpose.

Take advantage of the world's best thought leadership, efficiently packaged to target the specific competencies leaders in your organization need most. When leaders participate in a *Leadership Modular Series* program, they reap the benefits of the finest-quality tools from the global leader in leadership training. For more information, contact your FranklinCovey client partner.