



CASE STUDY

Leadership Team Optimization

ThePurposeEquation.com [Book a Discovery Zoom](#)

OBJECTIVES

The executive team worked together for three years. They were cordial, but avoided challenging ideas and assumptions. One leader’s imposter syndrome held him back. They had different approaches to problem-solving that caused frustration. They couldn’t articulate their strengths or know who to partner with on projects so they kept doing the same thing with the same people and getting the same generic results. Moreover, emerging leaders in the organization were not proactive and weren’t comfort together, leading to ineffective collaboration across departments.

SOLUTION

Implement the Purpose Equation to improve psychological safety, teamwork & performance. First step - define the leadership team’s PurposeEQ’s. Next, a facilitated gathering to share, discuss and connect meaningfully as humans in purpose. Practice and role-model authenticity, vulnerability and strength integration. Then, emerging leaders built their Equations as a cohort to accelerate relationship development, build trust & determine growth paths. Finally, emerging leaders and executives engaged in a facilitated 1/2 day retreat to celebrate each other, share insights, and practice problem-solving based on their strengths & gifts (not titles or comfort zones).

TEAM OUTCOMES

Compassion, Communication & Collaboration

"I know my team better. We give more grace and we are more real. We know the intention and the personality. We are truthful, not harmful – we can be direct. We engage in more active listening, give constructive feedback, and have the ability to express ideas and concerns freely. The Equation has increased our ability to collaborate – we know each other’s strengths."

Management Clarity

"I know exactly who to put on a project even if outside their wheelhouse. Our leader who held back has risen to his purpose and now leads strategic projects."

Leadership Development & Improved Engagement

"We have grown emotional intelligence. We know what moves someone, how they hear it. We are more aware that each person is unique and we are even more engaged with our people."

AT A GLANCE

LIFE PLAN COMMUNITY

- 7 C-Suite Executives
- 7 Emerging Leaders
- 6-Month Timeframe
- Outcome quotes by CEO

Next Steps:

- Community Culture - In Progress: Resident & all employee relationship-building & engagement with **The Purpose Collab™** program.
- Manager Training: Leverage purpose to fuel engagement & ignite ongoing growth & development. **PEP Guide**



ANNA HALL

Founder & Purpose Activation Guide
The Purpose Equation™

The Equation is a time-tested, evidence-informed framework that unleashes human motivation, strengths, determination and joy. In life + work.



PURPOSE IS YOUR REASON TO RISE

Activate your purpose from inside to create transformational external outcomes in life + work.

THE PURPOSE EQUATION

Know yourself to lead others effectively. A combination of fun conversations, uplifting surveys, creative explorations, and customized Purpose Prescriptions™ result in discovery of your unique Purpose Equation.

The Program:

(6) 1-HOUR EXPERIENCES ON ZOOM

Individual or Cohort

- 1 - JOYFUEL
- 2 - GUIDING LIGHTS
- 3 - SUPERPOWERS
- 4 - PERSONALITY
- 5 - INNATE OPERATING SYSTEM
- 6 - EQUATION FORMULATION

INDIVIDUAL OUTCOMES

- Deepen Connection & Engagement with Work
- Boost Confidence & Self-Acceptance
- Ignite Strengths, Understand Personality
- Improve Focus & Motivation
- Identify & Move Through Limiting Beliefs
- Activate Growth Mindset

"This is a method-based and magical process, leading you through introspection into action. It distills data, results, conversation and joy into a personalized view of my purpose."

- Global VP

"It's a game-changer for our leadership development program. Articulating the connection between personal purpose and professional fulfillment is transformative."

- HR Consultant

CONNECT WHY WITH WORK

The time-tested and evidence-informed purpose activation framework incorporates Positive Psychology, Flourishing, Subjective Well-Being, Personality Psychology, Self-Determination Theory, Motivation, Neuroscience, Aging Theories & Joy.