



Engaging with Purpose & Profit

Getting your People to own the corporate goals and strategy

Who is it for?



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Engagement and purpose drive a company's success. HR leaders need to know how to connect people, purpose and profit.

The ideal programme for:

- Experienced HR managers and executives who want to improve workforce engagement by giving them a deeper sense of purpose.
- Business leaders who want to get their teams to embrace the company purpose.

Why attend this programme?

- 59% of employees and 51% of managers in Europe are disengaged to actively disengaged with their business. You know that employee engagement drives a company's success.
- Highly engaged workplaces experience 21% higher profitability. An authentic corporate purpose gives your people a reason to get out of bed beyond the money. This will in turn affect their happiness, loyalty and performance.

Key Benefits and Learning

IMPROVE

the actionability of your company's existing statement of purpose, or work with your leadership team colleagues to craft one from scratch.

IMPLEMENT

a movement for change that makes the people in your organisation willing, skilled and able to embrace your (renewed) statement of purpose.

DESCRIBE

how your company's high-level purpose affects the actions and behaviours of every individual department, function and employee.

DEVELOP

a roadmap to change the processes, measurements and systems that stand in the way of your people's ability to 'profitably live the purpose'.

MEASURE

the degree in which your purpose influences and motivates behaviour and continuously improve implementation.

Key Competencies

- Employee Engagement
- Purpose Canvas
- Leadership
- KPI
- Motivation
- Influence

Learn and Practice

Engaging with Purpose & Profit - Getting your People to own the corporate goals and strategy is **highly interactive and introduces a practical framework** for action which you will learn by applying it to your own organization.

Purpose and business

1

- No one gets out of bed to move a KPI: The importance of purpose to employee engagement.
- Best and worst practices in purpose-driven employee engagement.
- Why many purpose statements remain words without action.

2

The purpose canvas

- Connecting purpose – profit & (employee) passion.
- CASE: The Insurance Company – from scoring to caring.
- Application: Applying the purpose canvas to your business.
- Group discussion: The purpose canvas work and insights.
- Getting started: The right way to put purpose on the leadership agenda.
- (Re-)building a purpose statement as a cross-functional team.

From statement to action

3

- Connecting the general company purpose to the job of every employee.
- Ensuring that every team is willing, skilled and able to make the company purpose, their own.
- Application: Connect your purpose canvas to one or more departments in your company.
- Group discussion: Individual departments and the purpose canvas.
- Workshop designs to let employees self-discover the job's purpose (rather than telling them).
- On governance: how to introduce your purpose to the organization.

Learn and Practice

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Purpose driven transformation

4

- How transformations really work. A conversation about preferential attachment, exponentiality, social dynamics and risk of a burning platform.
- The transformation canvas: building a movement for change.
- Application: Prototype a first transformation canvas for your business.
- Group discussion on individual transformation canvases.
- Measuring the impact of your purpose efforts on engagement, motivation, working style, ...
- Helping leadership teams to deal with practical purpose-profit disconnects.
- You will get it wrong: building a mindset for experimentation & improvement.

5

Implementing the new employee experience reality

- Doing a purpose scan in your business.
- Create a roadmap for purpose-based engagement (or transformation).
- Position HR as the business partner for engagement through purpose.

The MCE Difference

1

International Programmes

MCE Participants come from over 100 countries and all the main industries. Network and exchange experience with other international business professionals.

2

All about YOU

This programme is about you! You will get intensive feedback from your faculty and a multi-cultural group of participants.

3

Personal Management challenges

You will bring your own management challenges and these will be addressed in the programme with solutions and input from the whole group.

4

Experienced International MCE Faculty

The programme is facilitated by an experienced senior manager who knows what it is like to work in an international business environment and how to leverage diversity to the team's advantage.

5

Implement what you learn

Everyone knows the theory. But can you do it? MCE's programmes allow you to practise and to implement what you learn as soon as you are back in the office.

6

Action Plan

You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager.

Practical Details

This programme is available in 2 formats:
Face-to-Face & Live Online

Face-to-Face



Engaging with Purpose & Profit - Getting your People to own the corporate goals and strategy

Employee engagement, purpose, canvas, leadership, KPIs, motivation, influence

 Face-to-Face

 2 Days

 € 2,950

Live Online



Engaging with Purpose & Profit - Getting your People to own the corporate goals and strategy

Employee engagement, purpose, canvas, leadership, KPIs, motivation, influence

 Live Online

 4 X 3 hours

 € 2,450



Also available for your teams as an In-Company programme

To register or find the latest dates:

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Key Facts *About MCE & AMA*



10,000,000

participants on AMA & MCE programmes in the last 10 years



92%

of Fortune 1,000 companies are our business partners



96%

of participants report they are using what they have learnt at AMA & MCE



1,000+

expert facilitators globally



100+

Open Training Programmes running throughout EMEA



98

year's experience working with our clients around the globe

MCE Management Centre Europe[®]

One of the largest providers of International Management Development services in Europe, Middle East and Africa.