

Purpose-Driven Leadership



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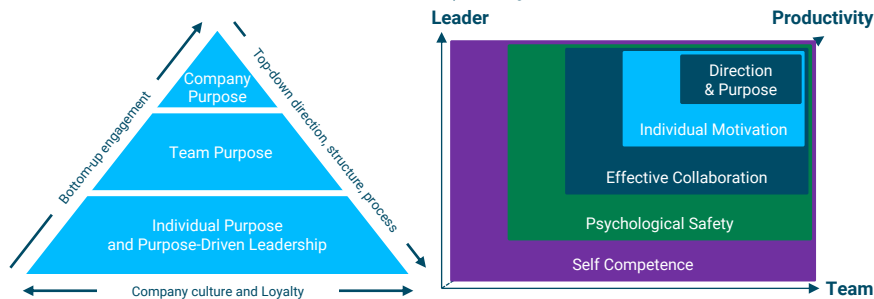
An effective training program to develop future-proof leaders

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Purpose-Driven Leadership: Effective leadership in times of exponential complexity – finding your authentic, meaningful, and sustainable leadership style

Effective approaches from research and practice

How can leaders succeed with exponential developments in technology (e.g., AI, IOT), changing employee expectations (e.g., flexible work, purpose, motivation) in hybrid & diverse teams



- Essential concepts of modern and healthy leadership, teamwork and corporate culture
- Key insights from research on self-leadership and team motivation to develop purpose-driven leadership
- Proven techniques for developing a meaningful, purpose-driven, and authentic leadership style
- Practical approaches for the transfer to everyday life

Proven training format for transfer and life-long learning

- Hybrid training program with proven approach using the participants specific leadership challenges
- Diagnostic, supporting online course, AI Leadership Coach
- Individually tailored topics, emphasizing insights transfer



“zentor helped foster our company culture in a difficult time and was a great addition to JSMD's future leaders' development program.”

Dr. Fabian Stich, CEO JochenSchweizer / mydays



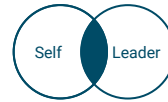
Leaders face exponentially growing challenges

Ineffective leadership tools



- Unclear leadership principles, lacking best practices, inefficiencies
- Low sense of community, unclear company culture (who are we?)
- Mismatch generalist vs. specialist, technical vs. people leadership

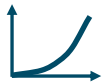
Role transition challenges



- Role transitions, balancing self vs. role expectations
- Lacking a truly neutral feedback to leadership competencies
- Insecurity and risk aversion, low self competence

High risk of leadership burn-out and team frustration (employee churn)

Exponential development & stress



- Multiple exponential developments in technology (AI, IOT, etc.)
- Changing employee expectations (values, purpose, flexible work, etc.)
- Agile methods and need for continuous innovation

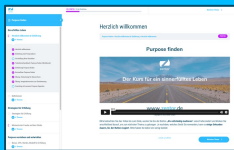
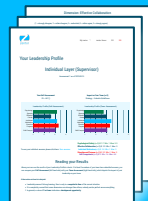
High expectations w/ limited support



- High pressure environments
- Limited support and/or leeway
- Team leads "stuck in the middle" with high burn-out risk
- Fear of failure hinders proper self-development and experimentation

zentor's Leadership Training fosters the development of authentic leadership styles and lifelong learning, leveraging proven practices and key research insights

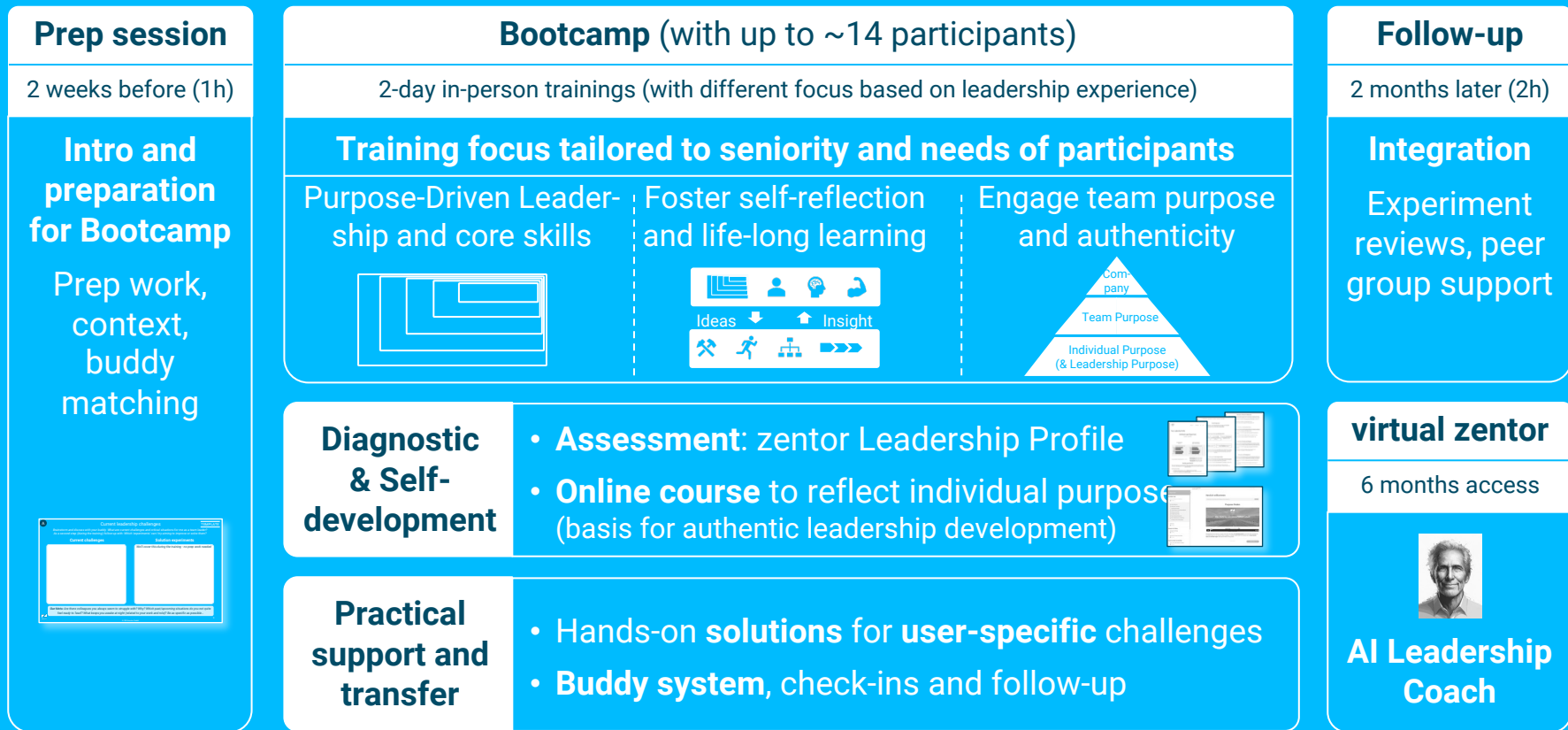
Modern leadership model	Fostering self-competence through insights	Practical and solution-oriented	AI leadership coach – virtual zentor
<ul style="list-style-type: none"> • Evidence and research-based modern leadership model • Proven practices, tools, approaches, and useful templates • Fostering a mindset for lifelong learning via experimentation 	<ul style="list-style-type: none"> • Detailed diagnostics via zentor Leadership Profile (self and team image w/ benchmarks) • Fostering self-competence and self leadership through accompanying online course (for authentic leadership) 	<ul style="list-style-type: none"> • Assessing individual challenges with concrete solutions • Ensuring transfer with a buddy system and practical exercises • Enabling self-help and support through Reflecting Teams 	<ul style="list-style-type: none"> • GenAI based personal Leadership Coach as addition (or alternative) to costly 1:1 Coaching • Specifically pre-trained with zentor's leadership model and approach (powered by ChatGPT)



virtual zentor



zentor's Purpose-Driven Leadership Training combines live/virtual and self-paced learning modules for effective learning and transfer into everyday practice



We recommend a leadership learning journey spanning 3 stages

0-3 years experience leading others

3-7 years leadership experience

>7 years leadership experience

Leadership talent

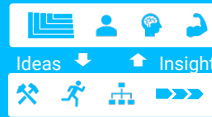
Experienced managers

Senior leadership

Develop a Purpose-Driven Leadership mindset and learn core skills



Foster self-reflection and life-long learning to hone leadership style



Engage team purpose and authenticity to inspire



- Develop a Purpose-Driven mindset towards leadership
- Learn the core skills how to lead and manage others
- Begin to reflect about your unique leadership style and signature strengths

- Improve your self-reflection and self-leadership skills
- Become a more effective leader with team feedback
- Adopt life-long learning and leadership experiments to hone your leadership style

- Experience the power of a shared team purpose
- Connect individual, team and company layers to boost intrinsic motivation
- Rekindle your own purpose to become an authentic and inspiring leader

Example Agenda for Leadership Bootcamp

Day 1	Agenda
Introduction	Agenda, expectations, current challenges in leadership
What is good leadership	Own experience, goals, definition
How do I lead?	Reflection and self-assessment
Effective leadership model	Integrated model on leadership, the role of authenticity
Leadership & AI	New tools and technology for modern leadership
Day 1 wrap-up	Key takeaways from day 1, Buddy task for the evening

Day 2	Agenda
Transferring insights	Recap day 1, Solving current challenges and ideas for leadership 'experiments'
Introduction to communication	Essential aspects of good communication
Giving feedback	Exercise and best practices for managing feedback as a leader
Strengths & purpose	The role of my strengths, values and impact on my leadership
Leadership Development	Life-long learning, prototyping and experimenting
Day 2 wrap-up	Key takeaways and reflection

Our zentor Purpose-Driven Leadership Score provides data-driven insights on leadership competencies, development opportunities and team culture

DIAGNOSTIC

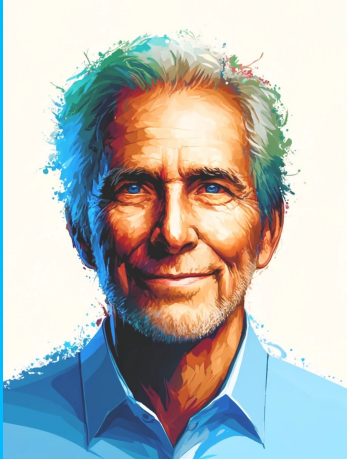


Purpose-Driven Leadership Score

- 48-item assessment on core leadership dimensions
- Detailed evaluation of self image and team perspective
- Within-company benchmarks provide individual development opportunities
- 3-layer assessment allows insights on team and company cultures

Introducing virtual zentor – your personal AI leadership coach

AI COACH



virtual zentor

- Custom chatbot **pre-trained by zentor** (based on openAI's ChatGPT 4)
- Leveraging key insights from our leadership training and our proprietary Purpose-Driven Leadership Model
- Fine-tuned based on our trainer and coach experience

6-months access included as part of your training (on academy.zentor.de)

Obviously, virtual zentor is not a real human being, has its limitations and may make mistakes (like all LLMs), so please take its advice with a grain of salt!

Very positive feedback from participants

Target audience

- Junior and experienced leaders aiming to hone their leadership style with a modern, evidence-based, and very practice-oriented approach
- Interest in developing self-competence based on scientific insights

High satisfaction

- **NPS = 83**
- Relevance 4.4 of 5.0



"... very practical and helpful, with a **great mix of big-picture insights and in-depth focus.**"

"... feels like we went on a **journey and came full circle** to clarify how to improve my leadership skills."

"... **I learned a lot**, and it also was a great team-bonding experience."

"... **research** insights were well integrated to help us put them to **action.**"

"... great **combination of theory and practice** – with the online course as perfect start into the program!"

"... very **inspirational** – lots of great insights!"



About us: zentor delivers evidence-based trainings with a focus on leadership development, company culture, mental health, and innovation

Experienced founder team

Digital and hybrid training for **professional and personal development** and HR diagnostics leveraging scientific insights and proven practical approaches for sustainable results.



Dr. Valentin Schellhaas



Regina Maueröder



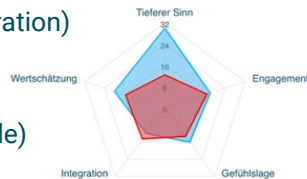
Despina Giannopoulou

- Founders: PhD in psychology, certified coaches, systemic change managers
- Combined 60+ years work experience in coaching, HR, strategy, etc.
- From startups to large corporations
- ZPP certified courses & trainers



Well-founded approach in research

- Bilingual in **German and English**
- **Science**-backed and evaluated (academic cooperation)
- **Evidence-based** (e.g., proprietary mental health scale)
- Platform agnostic, browser-based **digital solutions** with intuitive user interfaces
- **Track record** with renowned customers



Broad portfolio, hybrid formats

In-person trainings, online course, hybrids formats, workshops, and keynotes about:

- **Leadership:** Purpose-Drive Leadership, teamwork, company culture
- **Mental health:** Stress/resilience training, keynotes on happiness research
- **Innovation:** Creative techniques, Lean Startup, Customer Discovery
- **HR Diagnostics:** Development Center for leaders and talents

