

# Purpose-Driven Leadership



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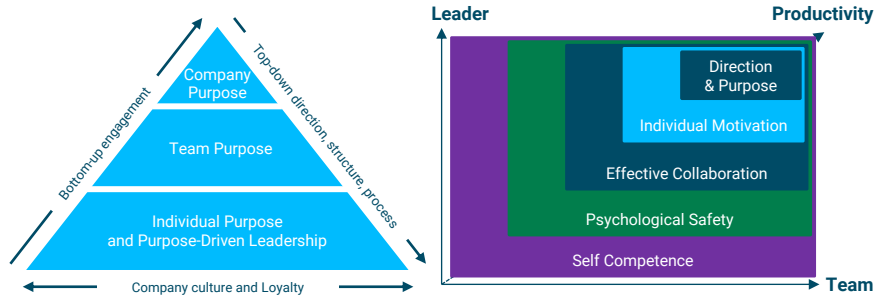
An effective training program to develop future-proof leaders

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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

Kick-off	Bootcamp (1-2 days)	Follow-up
<b>Intro and prep for bootcamp</b> Prep work, context, Buddy-Matching	<b>Training focus tailored to seniority and needs of participants</b> Purpose-Driven Leadership and core skills    Foster self-reflection and life-long learning    Engage team purpose and authenticity	<b>Integration</b> Leadership experiments, peer support system
	<b>Diagnostic &amp; Development</b> <ul style="list-style-type: none"> <li>• Diagnostic: zentor Leadership Profile</li> <li>• Online course: Finding individual purpose</li> </ul>	<b>AI Coaching</b> Virtual zentor – personal leadership coach
	<b>Practical support &amp; transfer</b> <ul style="list-style-type: none"> <li>• Buddy systems, check-ins and follow-up</li> <li>• Solutions for user-specific challenges</li> </ul>	

“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



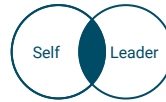
# Leaders face exponentially growing challenges

## Lack of effective principles & 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

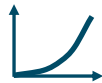
## Where am I?



- Few truly neutral assessments of leadership competencies
- Role transitions, balancing self vs. role expectations
- 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

- **Evidence and research**-based modern leadership model
- **Proven** practices, tools, approaches, and useful templates
- Fostering a mindset for **lifelong learning** via experimentation

## Fostering self-competence through insights

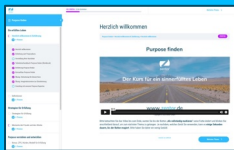
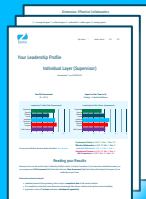
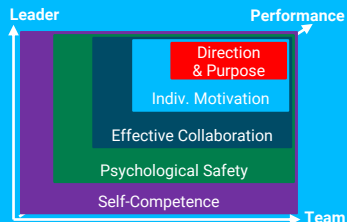
- Detailed diagnostics via **zentor Leadership Profile** (self and team image w/ benchmarks)
- Fostering **self-competence and self leadership** through accompanying online course (for authentic leadership)

## Practical and solution-oriented

- Assessing individual challenges with **concrete solutions**
- **Ensuring transfer** with a buddy system and practical exercises
- Enabling **self-help** and support through **Reflecting Teams**

## AI leadership coach – virtual zentor

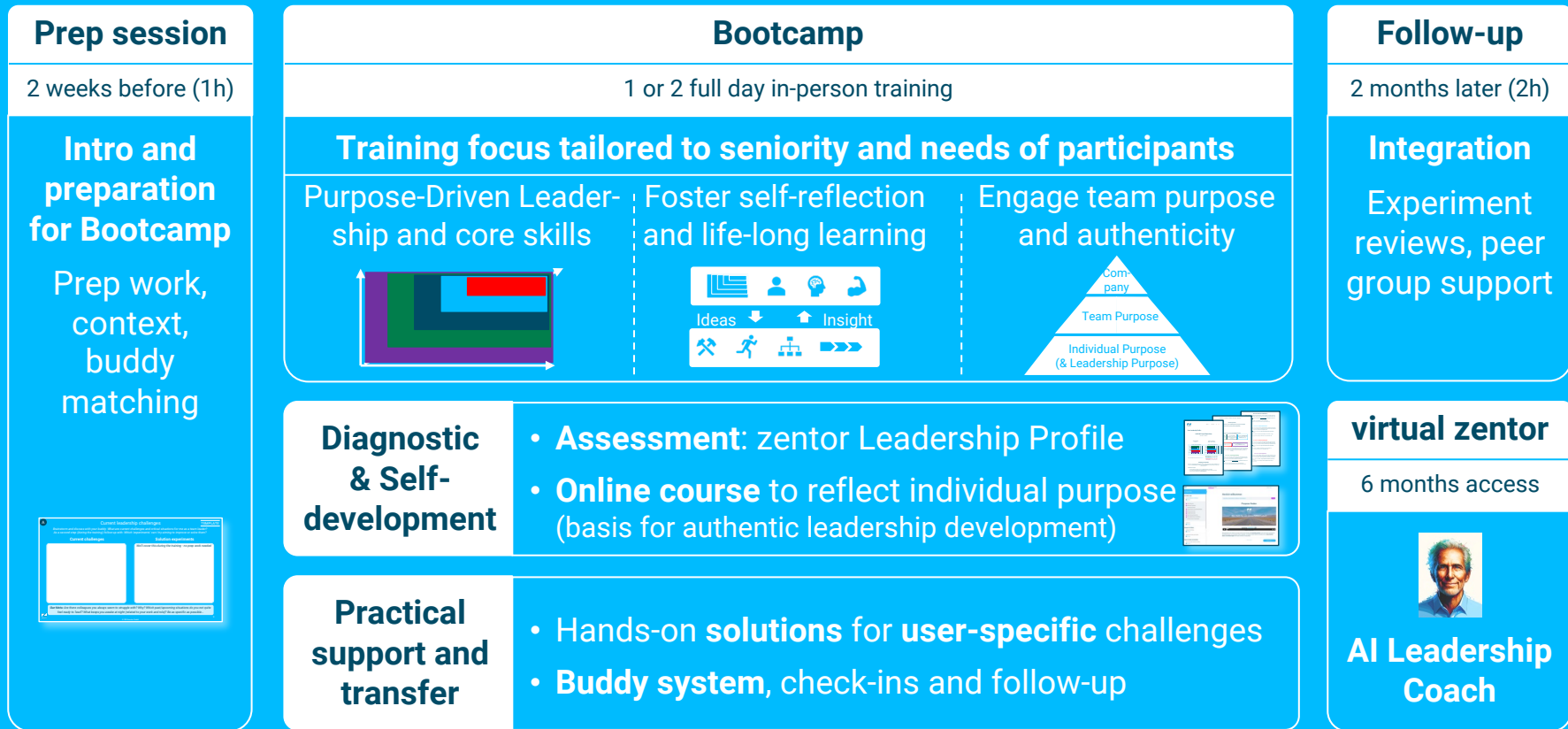
- **GenAI based personal Leadership Coach** as addition (or alternative) to costly 1:1 Coaching
- **Specifically pre-trained** with zentor's leadership model and approach (powered by ChatGPT)



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

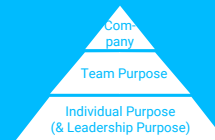
## Experienced managers

## 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

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

DIAGNOSTIC

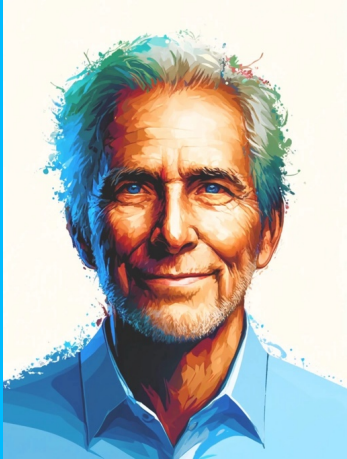


## Purpose-Driven Leadership Score

- 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](https://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!*





# zentor's Leadership Training fosters the development of an authentic leadership style for intrinsically motivated teams and a purpose-driven company culture

## Goal

- Develop mindset for modern and effective leadership
- Learn proven techniques and tools to hone leadership
- Foster the development of an authentic leadership style
- Enable life-long-learning



## Content

- Proven approaches and tools of good leadership
- Evaluation and self-reflection on leadership
- Mix of practices and insights (exercises, role play, peer support, case studies)



## Effect

- Increasing collaboration and integration\*
- Solving specific leadership challenges
- Developing individual styles
- Fostering peer/self-help and life-long learning

*"Practical and very helpful; good mix of big-picture and in-depth focus."*

*Training participant*

### Target audience

- New and experienced leaders aiming to hone their leadership approach
- Interest in self-development leveraging evidence-based insights

### High satisfaction

- NPS = 83
- Applicability 4.4 of 5.0

# Positive feedback from participants



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

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

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

*"... 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!"*

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



# 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

