

Purpose-Driven Leadership



zentor GmbH
Atelierstr. 29
81671 Munich

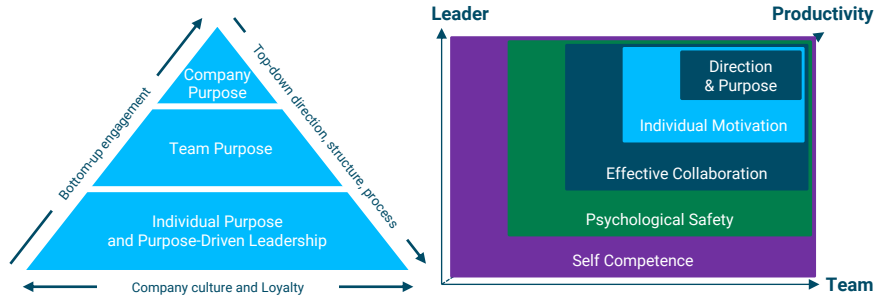
An effective training program to develop future-proof leaders

Dr. Valentin Schellhaas
valentin@zentor.de
+49 89 324 052 87

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

Effective approaches from research and practice

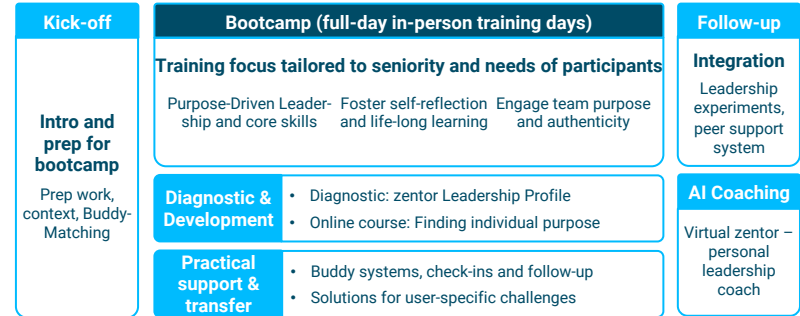
How can leaders succeed with exponential developments in technology (e.g., AI, IOT), changing employee expectations (e.g., flexible work, purpose, motivation) in hybrid & diverse teams



- 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



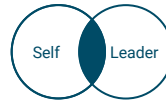
Leaders face exponentially growing challenges

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

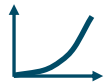
Role transition challenges



- 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

- 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

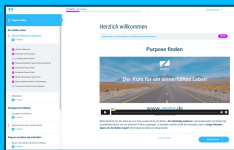
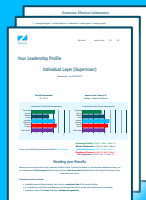
- Detailed diagnostics via **zentor Leadership Profile** (self and team image w/ benchmarks)
- Fostering **self-competence and self leadership** through accompanying online course (for authentic leadership)

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

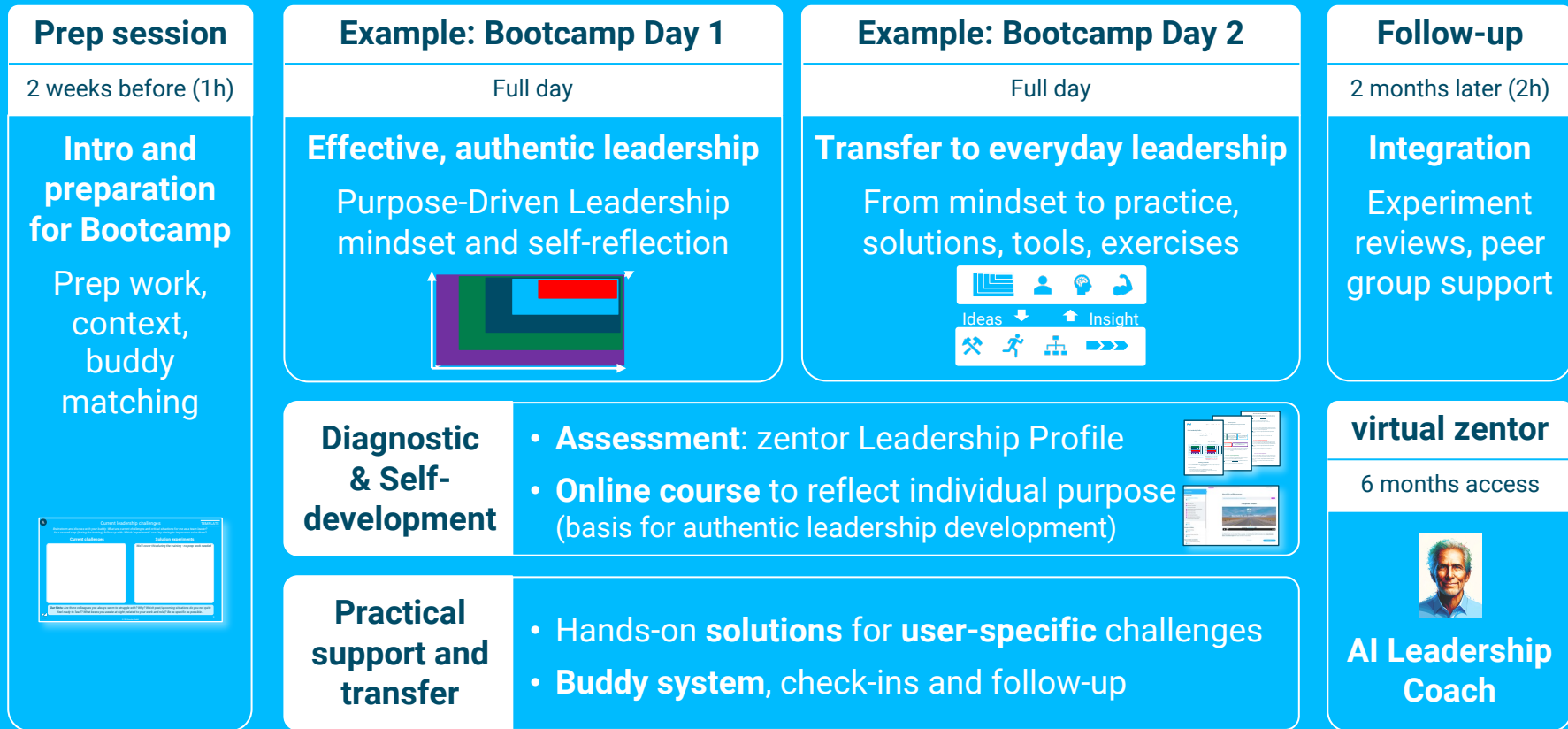
- **GenAI based personal Leadership Coach** as addition (or alternative) to costly 1:1 Coaching
- **Specifically pre-trained** with zentor's leadership model and approach (powered by ChatGPT)



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

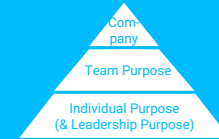
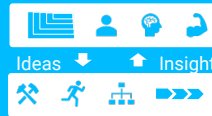
Experienced managers

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

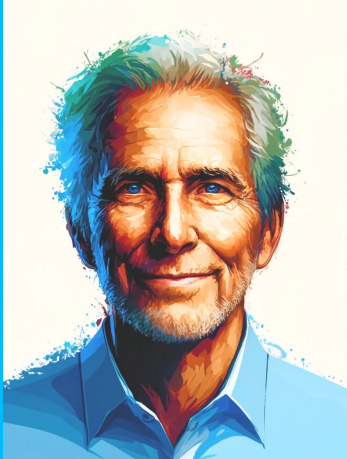


Purpose-Driven Leadership Score

- 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)

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

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



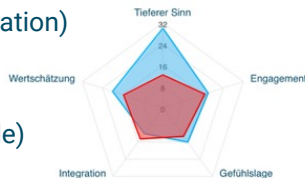
Despina Giannopoulou

- 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

