Purpose-Driven Leadership

An effective training program to develop future-proof leaders

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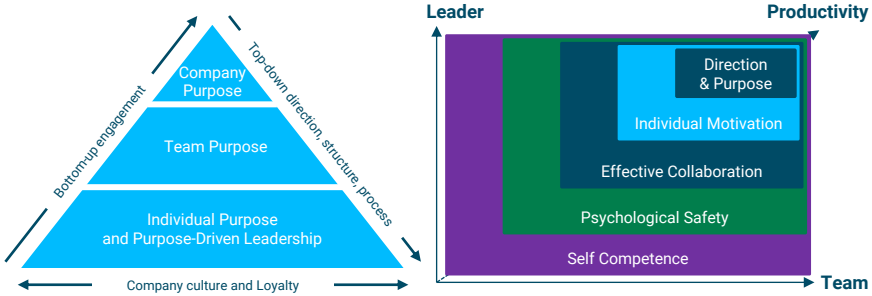
Purpose-Driven Leadership: Effective leadership in times of exponential complexity – finding your authentic, meaningful, and sustainable leadership style

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 (full-day in-person training days)	Follow-up
Intro and prep for bootcamp Prep work, context, Buddy-Matching	**Training focus tailored to seniority and needs of participants** Purpose-Driven Leadership and core skills Foster self-reflection and life-long learning Engage team purpose and authenticity	**Integration** Leadership experiments, peer support system
	Diagnostic & Development • Diagnostic: zentor Leadership Profile • Online course: Finding individual purpose	**AI Coaching** Virtual zentor – personal leadership coach
	Practical support & transfer • Buddy systems, check-ins and follow-up • Solutions for user-specific challenges	

"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

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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

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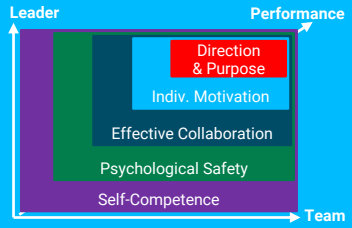
zentor's Leadership Training fosters the development of authentic leadership styles and lifelong learning, leveraging proven practices and key research insights

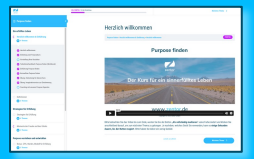
Modern leadership model

- **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

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

Prep session

2 weeks before (1h)

Intro and preparation for Bootcamp

Prep work, context, buddy matching

Bootcamp (with up to ~14 participants)

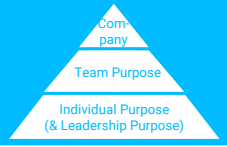
2-day in-person trainings (with different focus based on leadership experience)

Training focus tailored to seniority and needs of participants

Purpose-Driven Leadership and core skills

Foster self-reflection and life-long learning

Engage team purpose and authenticity



Diagnostic & Self-development

- **Assessment**: zentor Leadership Profile
- **Online course** to reflect individual purpose (basis for authentic leadership development)

Practical support and transfer

- Hands-on **solutions** for **user-specific** challenges
- **Buddy system**, check-ins and follow-up

Follow-up

2 months later (2h)

Integration

Experiment reviews, peer group support

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6 months access

AI Leadership Coach

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We recommend a leadership learning journey spanning 3 stages

0-3 years experience leading others

Leadership talent

Develop a Purpose-Driven Leader-ship mindset and learn core skills

- 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

3-7 years leadership experience

Experienced managers

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

- 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

>7 years leadership experience

Senior leadership

Engage team purpose and authenticity to inspire

- 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

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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

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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

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Introducing virtual zentor – your personal AI leadership coach

AI COACH

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- 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!

Limited public access (with ChatGPT Plus account) via https://chat.openai.com/g/g-nblJa6Wa2-virtual-zentor

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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 satis-faction	• **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 leader-ship 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!"*

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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

ZENTRALE PRÜFSTELLE PRÄVENTION

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

Google
LV 1871
Deloitte. Digital
IAC International Automotive Components
BAIN & COMPANY
JOCHEN SCHWEIZER Du bist, was du erlebst.
OMMAX
mydays
WERK 1
WESTWING
INSURTECH HUB MUNICH

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

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