

A two-day Purpose Bootcamp guides high potential employees of Jochen Schweizer mydays group to find individual purpose and develop into purpose-driven leaders



Personal and professional development for high potential future leaders

What is truly unique about JSMD is the passion employees feel for the products they sell. It may be due to the fact that one of their employee benefits is that they get to try out the great adventures (we're still jealous), trips, and treats of their portfolio, or because a company that sells adventures and experiential gifts just attracts a certain kind of workforce.

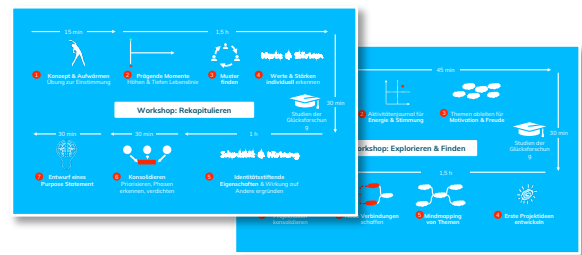
Yet, even the best company culture needs to be actively supported and fostered through individual people and team development. Especially when two cultures merge, as was the case with the acquisition of Jochen Schweizer GmbH by ProSiebenSat.1, a strategic masterstroke by long-term mydays CEO Dr. Fabian Stich.

zentor was hired to support in developing future leaders of the company and conducted a two-day Purpose Bootcamp for the personal development of select high potential employees.

On day one of the interactive workshop, the participants were guided along their quest to find individual purpose from signature strengths, values, and impact on others using forming memories of their past. As a result, participants developed a purpose statement at the end of one intense, but rewarding day. "To this day, I still use my purpose statement to help me make important

decisions in life", reveals Laura H. still months later – illustrating the profound effect a deep understanding of individual purpose can have.

Two-day agenda translates insights into projects and fosters purpose-driven leadership



The Purpose Bootcamp aims to subsequently turn an understanding of purpose into action. Thus, on day two, the participants learned how to translate ideas into initiatives and how to start and manage purpose-driven projects. This led several participants to start meaningful side-projects, and allowed them to directly experience the impact of purpose-driven leadership by engaging coworkers for their projects.



"zentor's Purpose Bootcamp 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 JSMD Group

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About Jochen Schweizer mydays Holding

The JSMD Holding bundles the two leading brands for real-life experiences, adventure travel and gifts under one roof and offers thousands of different activities and adventure trips for every taste and age. Customers can find and book their choices through various online shops and in stationary retail.

About zentor

zentor delivers digital solutions and in-person workshops for personal development – serving as a mentor for the pursuit of happiness in life and work. We leverage scientific insights and proven techniques for lasting change to achieve our mission to foster individual happiness for a more positive society.