

## Our Courageous Culture: My Powerful Purpose

Online workshop + BONUS 90 days of follow-up content

Participants uncover their personal purpose and connect it to the organization to identify the unique contribution that only they make. Then, they receive 90 days of personalized follow-up content as a bonus to continue learning how to better support themselves when challenges arise.



Take One Hour to Do This! I found the guided exercise opened up a deep part of me that wanted to be expressed, put into words.

Kari Warberg Block  
Founder and CEO, EarthKind



This will connect the dots for you and provide insights to decisions you have been making and your day to day actions. Highly valuable.

Marie Martin  
Catering & Events Manager, Founding Farmers King of Prussia

### ENGAGEMENT DATA

8.42

Average rating on a  
10-point scale

80%

Average percent of  
results shared

>60%

Follow-up content  
email open rate

### BENEFITS TO THE BUSINESS

Employees report:

- ✓ Increased understanding of how their personal experiences impact their professional input
- ✓ Increased awareness of their unique contributions to the organization's purpose
- ✓ A deeper connection to their inner selves
- ✓ A rekindled sense of life purpose

### WORKSHOP AND FOLLOW-UP OUTCOMES

Participants will:

- ✓ Clearly articulate a statement **connecting** what they stand for to the company
- ✓ Recognize what drives **the fire within them** and ignites their motivation
- ✓ Understand **why** they are successful at work
- ✓ Learn how moments from their **past** are impacting decisions in the present
- ✓ Gain insight into **expanding their impact** at work
- ✓ Identify their **default response** when highly stressed

### WORKSHOP LOGISTICS



**60-75 minute virtual workshop for employees**



**Self-paced experience employees can access at a time of their own choosing**



**Leader's tip sheet and sample invitation script provided to invite employees to participate**



A component of the Align Your Company Culture Program

Rev. 20240725

