

## What Do They Stand For?

Our Courageous Culture: My Powerful Purpose  
+ *Leaders Go First* kit + participant response summary

In addition to the original value employees receive with the workshop and follow-up content, What Do They Stand For? provides leaders with our essential kit, *Leaders Go First*, which includes helpful tips, scripts, and guidance on how leaders can establish psychological safety with their teams and encourage employees to share their purpose at work. Leaders also receive a participant response summary showcasing how many employees started and completed the workshop and shared purpose and connection statements, as well as a complete list of the shared connection statements and epiphanies.



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.

Karl Warberg Block  
Founder and CEO, EarthKind



This short training helped me to finally synchronize my purpose with our company purpose to find harmony and vision. Thanks.

Alex Ost  
Back-end Engineer, Speed and Function

### BENEFITS OF THE PARTICIPANT RESPONSE SUMMARY

Leaders will be able to:





- ✓ Identify the alignment between company purpose and **employees' grasp of that purpose**
- ✓ Uncover insight into how employees make meaning of **their unique contributions at work**
- ✓ Gain **critical** understanding of how aligned your workforce is to the purpose, values, and mission of the company

### 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**
-  ***Leaders Go First* kit to help you establish psychological safety with your teams and invite employees to share their purpose with others**