
Purposeful Leadership Training Course: Defining Purpose, Aligning Strategy and Guiding Decisions

12 – 16 April 2027

Dubai - Marriott Hotel Al Jaddaf, Dubai





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Ref: 543_28922 **Date:** 12 – 16 April 2027 **Location:** Dubai - Marriott Hotel Al Jaddaf, Dubai **Fees:** 4000 GBP

Programme Summary

Purposeful leadership is the subject of this one-week training course for directors, vice presidents and heads of function, ending in a purpose alignment plan for one business unit. Many organisations hold a purpose statement that never reaches budgets, hiring or daily choices, so teams read it as decoration. The programme moves from defining personal and organisational purpose to strategy, decisions and culture, then to stakeholder alignment and measurement. Mars Training Centre UK delivers this programme on purposeful leadership to mixed-organisation cohorts.

The Business Case

When purpose is vague, leaders settle competing priorities by habit or by the loudest voice, and teams lose a shared reason for their effort. Where purpose is stated plainly and used as a test for choices, trade-offs become faster to explain and easier to defend to staff, boards and partners.

- Decision Consistency: Improves as a purpose test is applied to investment, hiring and priority choices.
- Employee Engagement: Rises as teams see how their work connects to a stated purpose.
- Stakeholder Trust: Strengthens as commitments to customers and partners match what the organisation does.

Principles and Evidence Base

- Purpose statement: A short, testable statement of why the organisation exists and whom it serves frames the definition work in Session 1.
- Decision filters: Questions that screen options against purpose and values structure the strategy and decision work in Session 2.
- Alignment review: Comparing what leaders say, fund and reward shows the gap between stated and lived purpose and guides Session 3.
- Purpose scorecard: A small set of indicators tracks whether purpose shapes results and frames the measurement work in Session 4.

Intended Participants

- Directors who must give their function a reason and direction that teams can repeat.
- Vice presidents who carry a stated purpose into strategy and budgets.
- Heads of function who need peers and staff to act on shared values.
- Strategy and culture leaders who review whether stated purpose matches practice.



Typical functions include corporate strategy, operations, human resources, public administration and professional services organisations.

Learning Outcomes

1. Participants will be able to construct a personal and an organisational purpose statement that can be tested.
2. Participants will be able to evaluate a strategy and a set of priorities against a purpose test.
3. Participants will be able to design decision filters that guide recurring choices and trade-offs.
4. Participants will be able to diagnose gaps between stated purpose and daily practice in a team.
5. Participants will be able to prioritise actions that align teams and stakeholders around purpose.
6. Participants will be able to justify a purpose scorecard that shows whether purpose shapes results.

Programme Structure

Day 1: Purposeful Leadership and the Definition of Purpose

What is the organisation for, and what is the leader for within it?

- Personal Purpose Reflection Sheet
- Organisational Purpose Statement Draft
- Purpose and Values Test
- Beneficiary and Stakeholder Question Set
- Purpose Statement Stress Review

Day 2: Translating Purpose into Strategy and Decisions

How does purpose change what the organisation chooses to do and not do?

- Strategy Purpose Fit Check
- Decision Filter Questions
- Priority Trade-off Table
- Investment and Hiring Purpose Screen
- Decision Log with Purpose Rationale

Day 3: Embedding Purpose in Culture and Teams

Where does daily practice depart from the stated purpose, and why?

- Say-Fund-Reward Alignment Review
- Culture Signal Walk-Through
- Team Purpose Conversation Guide
- Leader Behaviour Commitments Chart
- Recognition and Feedback Routine



Day 4: Aligning Stakeholders and Measuring Purpose

How do partners, customers and staff come to rely on the purpose, and how is it measured?

- Stakeholder Expectations Map
- Purpose Communication Plan
- Purpose Scorecard Indicators
- Evidence Collection Schedule
- Purpose Drift Warning Signs

Day 5: Applying the Tools to One Business Unit

Do the purpose statement, filters, alignment review and scorecard form one workable plan?

- Applying the Session 1 Organisational Purpose Statement Draft
- Using the Session 2 Decision Filter Questions
- Testing the Session 3 Say-Fund-Reward Alignment Review
- Checking the Session 4 Purpose Scorecard Indicators
- Completing the Purpose Alignment Plan

Methodology

The programme uses a case analysis method built on anonymised leadership decisions from companies, public bodies and non-profit organisations. Participants test their own purpose statement against real choices and receive written facilitator feedback on each exercise set.

- Suggested activity: Rewriting a vague purpose statement until a real budget choice can be tested against it.
- Suggested activity: Reviewing what a unit says, funds and rewards to find where practice departs from purpose.
- Suggested activity: Drafting a purpose scorecard with indicators that a board could check.

Capstone Output

Each participant completes a purpose alignment plan for one business unit. It holds a purpose statement, a set of decision filters, an alignment review with agreed actions, a stakeholder communication plan and a purpose scorecard. The plan is used at work to guide planning meetings, brief the leadership team and review progress at set intervals.



Frequently Asked Questions

Is purposeful leadership suitable for leaders who doubt that purpose changes results?

Yes. Purposeful leadership here is practical and testable, and the programme assumes senior management experience. You examine real decisions and indicators rather than slogans.

Which tools does purposeful leadership rely on in this programme?

Purposeful leadership here relies on a purpose statement, decision filters, an alignment review and a purpose scorecard, each applied to your own unit.

How is the plan from purposeful leadership used at work?

You use the purpose alignment plan to guide planning meetings, screen investment and hiring choices, brief the leadership team and review progress against the scorecard.

How does purposeful leadership differ from general strategic planning training?

Purposeful leadership centres on why the organisation exists and how that shapes choices and behaviour, while general strategic planning training centres on goals, targets and action schedules.