

Leading with Purpose

A Workshop for Tomorrow's Leadership

with
John J. Scherer



Ready to *desvolupez*?

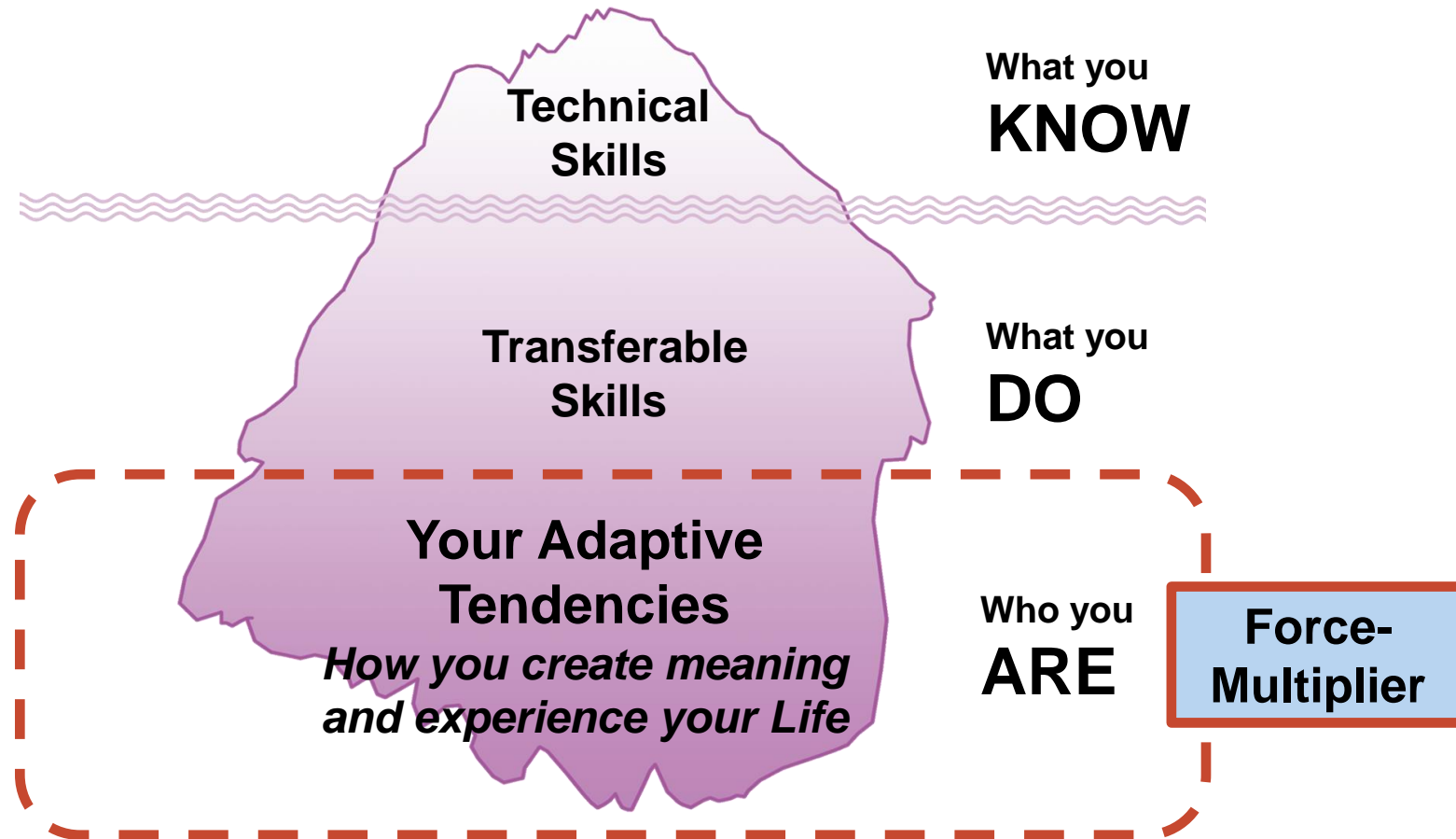


To unwrap, unfold, release,
discover, ripen

**'Everyone gets the experience.
Some get the lesson.'**

- T.S. Eliot

Levels of *Desvolupez*



**Why do you get up
in the morning?**

Really. . .

What is your WHY?



Thank you, Simon Sinek...

Dave Wondra Leadership Coach and Jazz Musician



www.WondraGroup.com

Bobby Shew
America's great jazz
player

Dave's trumpet teacher





Dave,
Why you are playing for me.
What's your *purpose* right now?
Are you playing to *impress* me...
or to *move* me.

Both are OK, but people can tell
the difference...

Bobby Shew

Your Four 'Vectors' of Purpose?

1. What do you **SAY** you're about.

Published Purpose

2. What you actually **DO**.

Operational Purpose

3. How you are **SEEN** by others.

Perceived Purpose

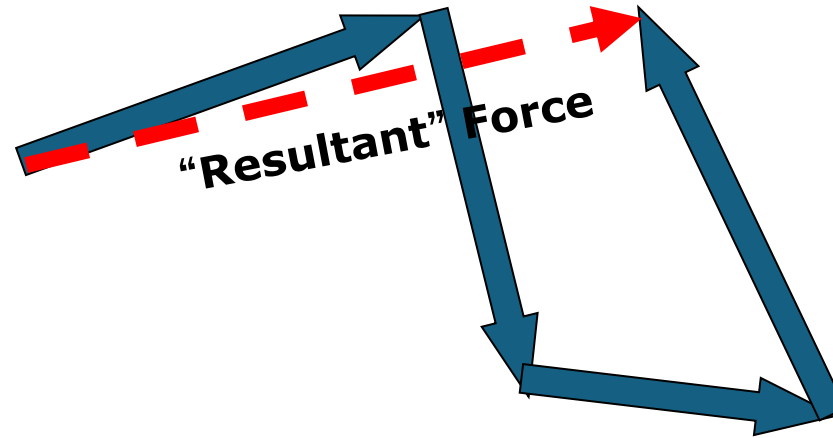
4. HIDDEN things you are up to.

Secret Purpose

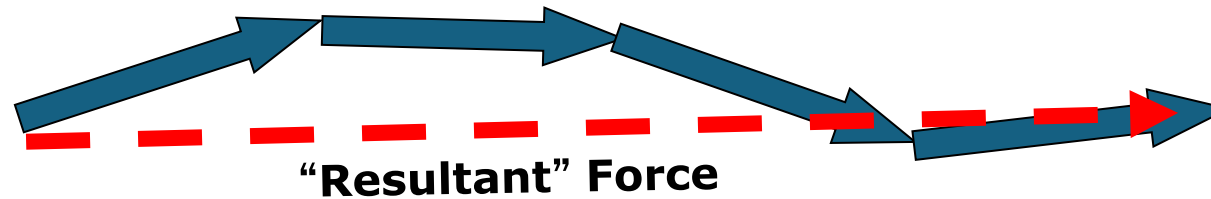
Vector Analysis

(Remember your Physics?)

**Unconscious/Incongruent
(Default or Automatic)**



**Conscious/Congruent
(Authentic)**



When I Lost My Purpose – My WHY?

What I said:

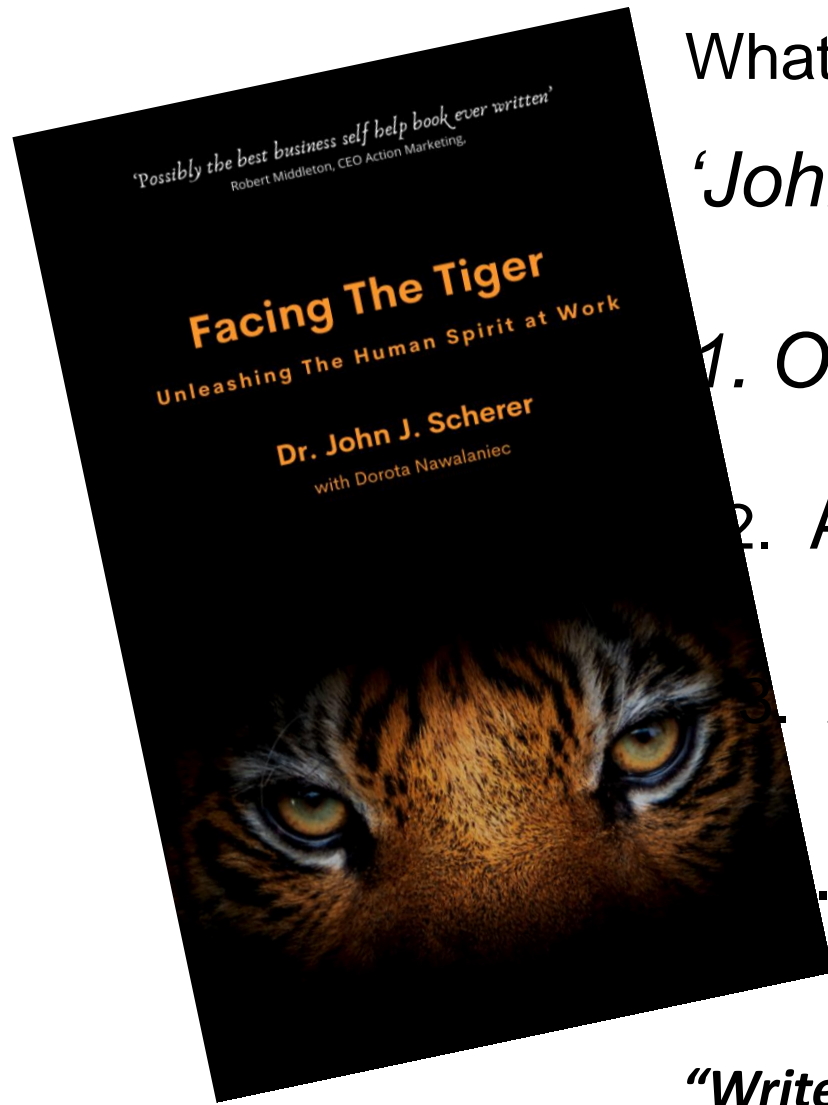
‘Jim, I’m stuck. . . Can you help me write my book!’



Jim Berquist



Pike Place Fish Market
Seattle, WA



What Jim asked me:

*‘John, what would **success** look like?’*

1. OK... So *that* WHAT might happen?

2. And what would THAT make possible?

3. And what would THAT make possible?

4. And what would THAT make possible?

“Write your book from THAT place, John!”

Heading 'West'



What is YOUR 'West'? What kind of 'hole' would be left in the world if you – or your team or your organization – disappeared tomorrow?

WEST as '*Impossible Possibility*'

- Something you *yearn* for – in your life and/or in the world –
- which you know is *theoretically* possible
- but which appears to be *highly unlikely* or completely out of reach
- but which, if it were to happen, would represent a significant breakthrough for you as well as a benefit to others and Life.



Powerful Question about

‘Purpose’

What would you set
out to do (or be) if
you KNEW you
would
not fail?

Imagine total
success and zero
fear or hesitation.



Wright Brothers 'Flyer'

17 December, 1903

116th attempt

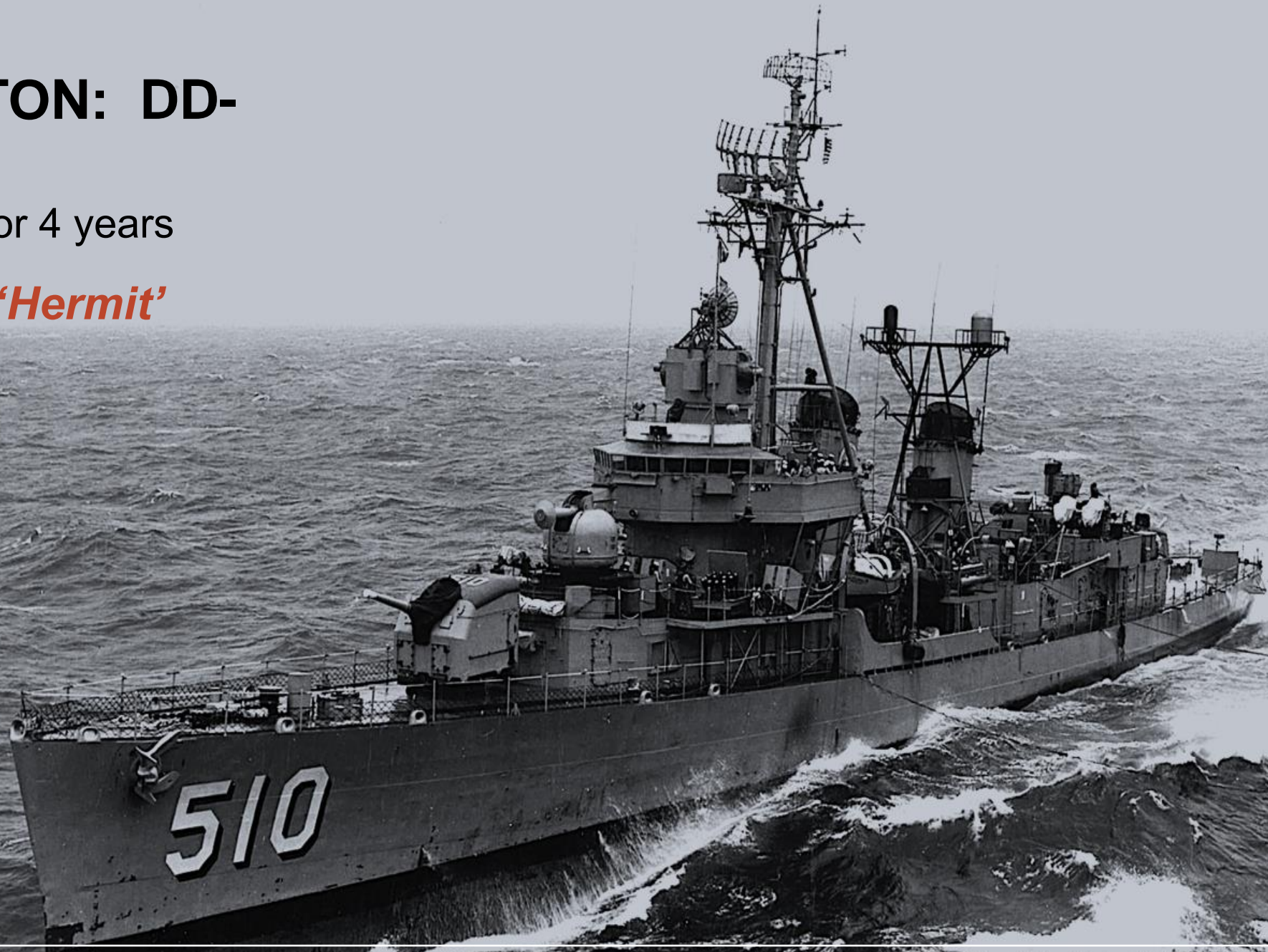
Trip to the Moon

They were 'on course' only 2.5% of the time.

USS EATON: DD-510

My 'Home' for 4 years

Call sign: 'Hermit'



USS ENTERPRISE: CVN-65

Call sign: 'CLIMAX'



**Who are ‘the-two-guys-in-the-water’
FOR YOU?**

**What is a purpose big enough to call
you out of your (little) self and into the
fulness of who you are?**

FIND IT. . .

LET IT MOVE YOU. . .