

Leading with Purpose

A Workshop for Tomorrow's Leadership

with
John J. Scherer





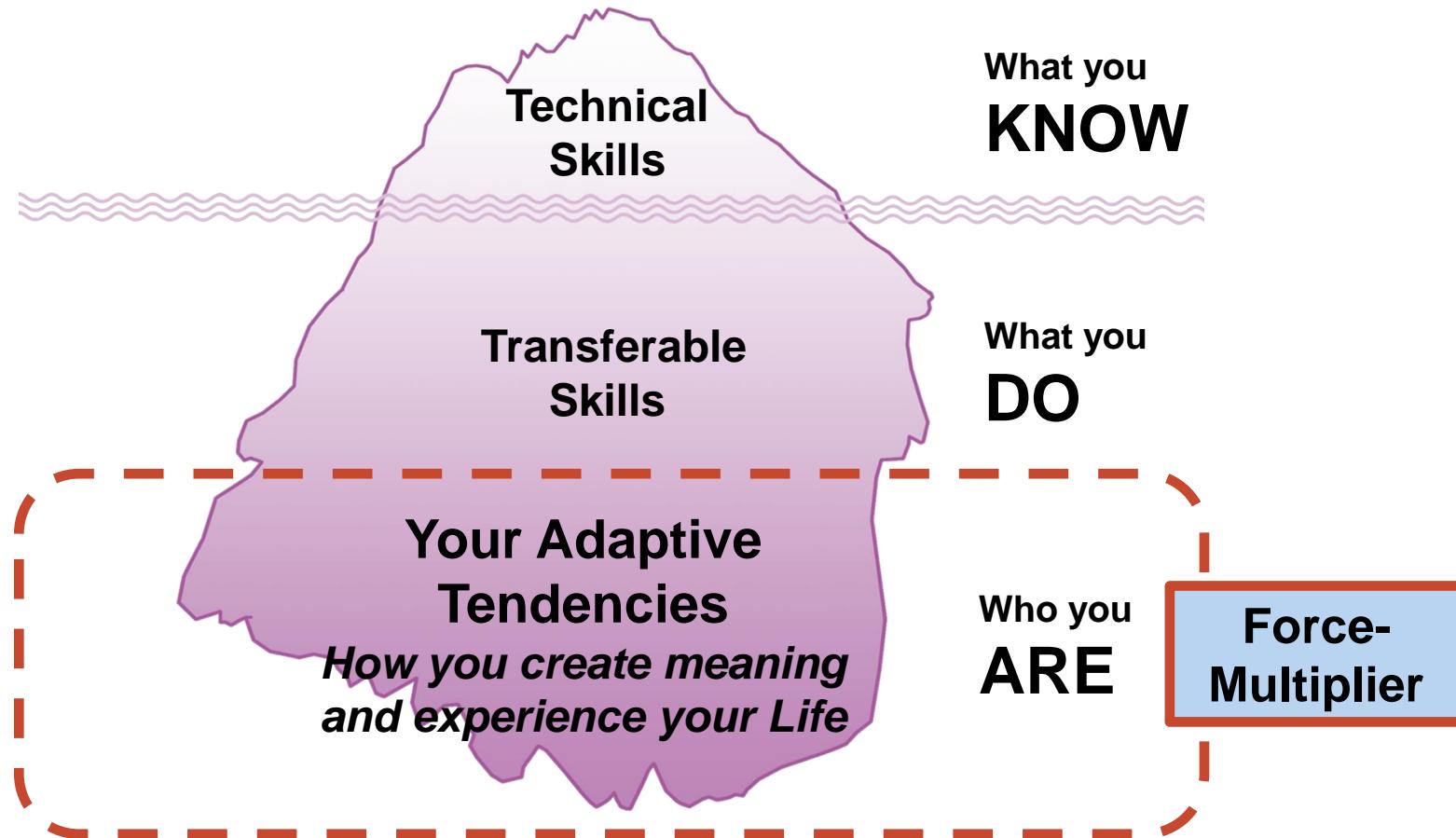
Ready to *desvolpez*?

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

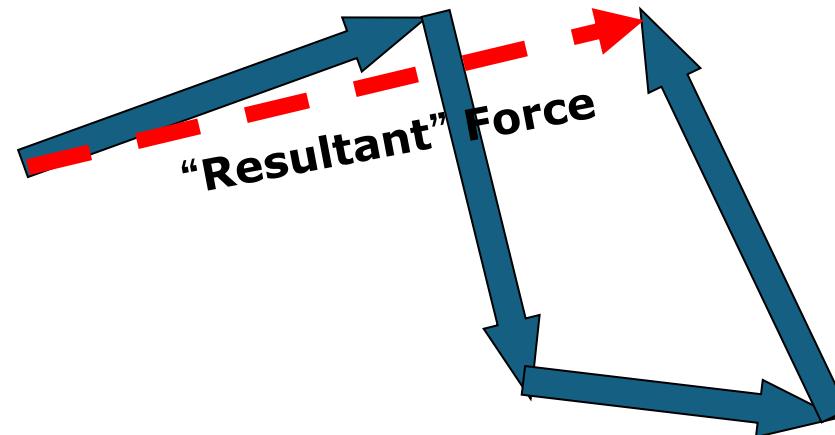
Your Four 'Vectors' of Purpose?

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***

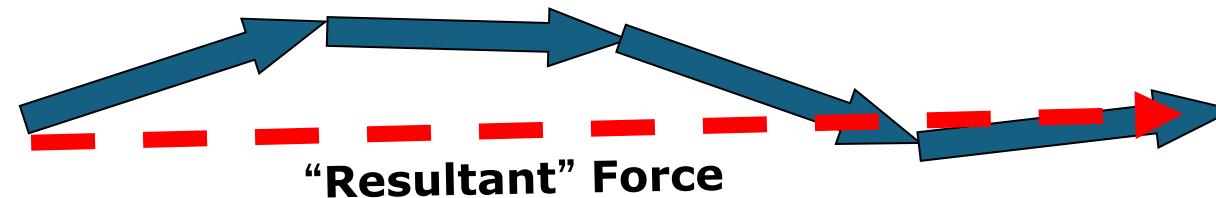
Vector Analysis

(Remember your Physics?)

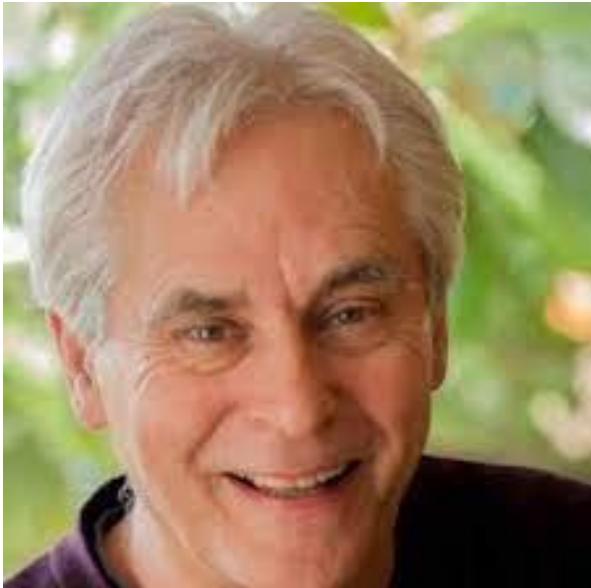
**Unconscious/Incongruent
(Default or Automatic)**



**Conscious/Congruent
(Authentic)**



When I Lost My Purpose – My WHY?



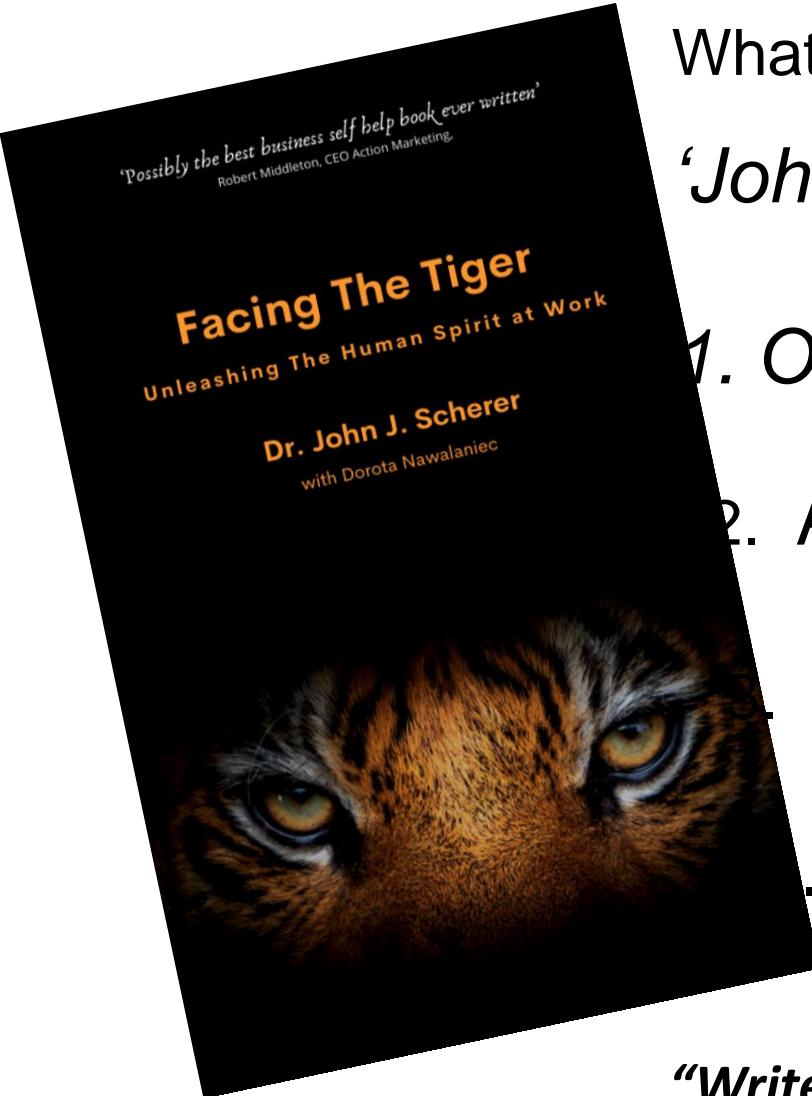
Jim Berquist

What I said:

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



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?*
- 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'

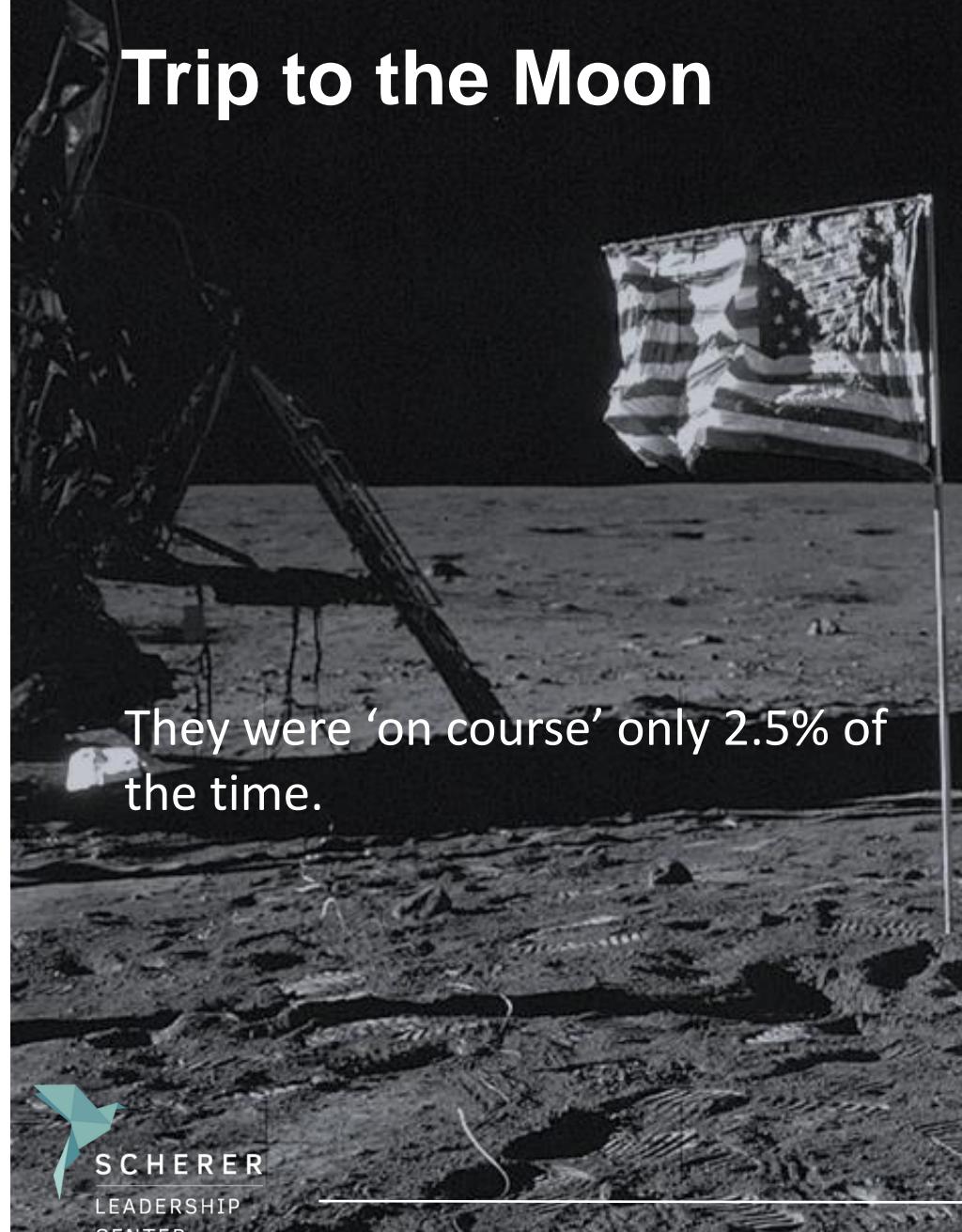
17 December, 1903

116th attempt



photo: en.wikipedia.org/wiki/Wright_Flyer

Trip to the Moon



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

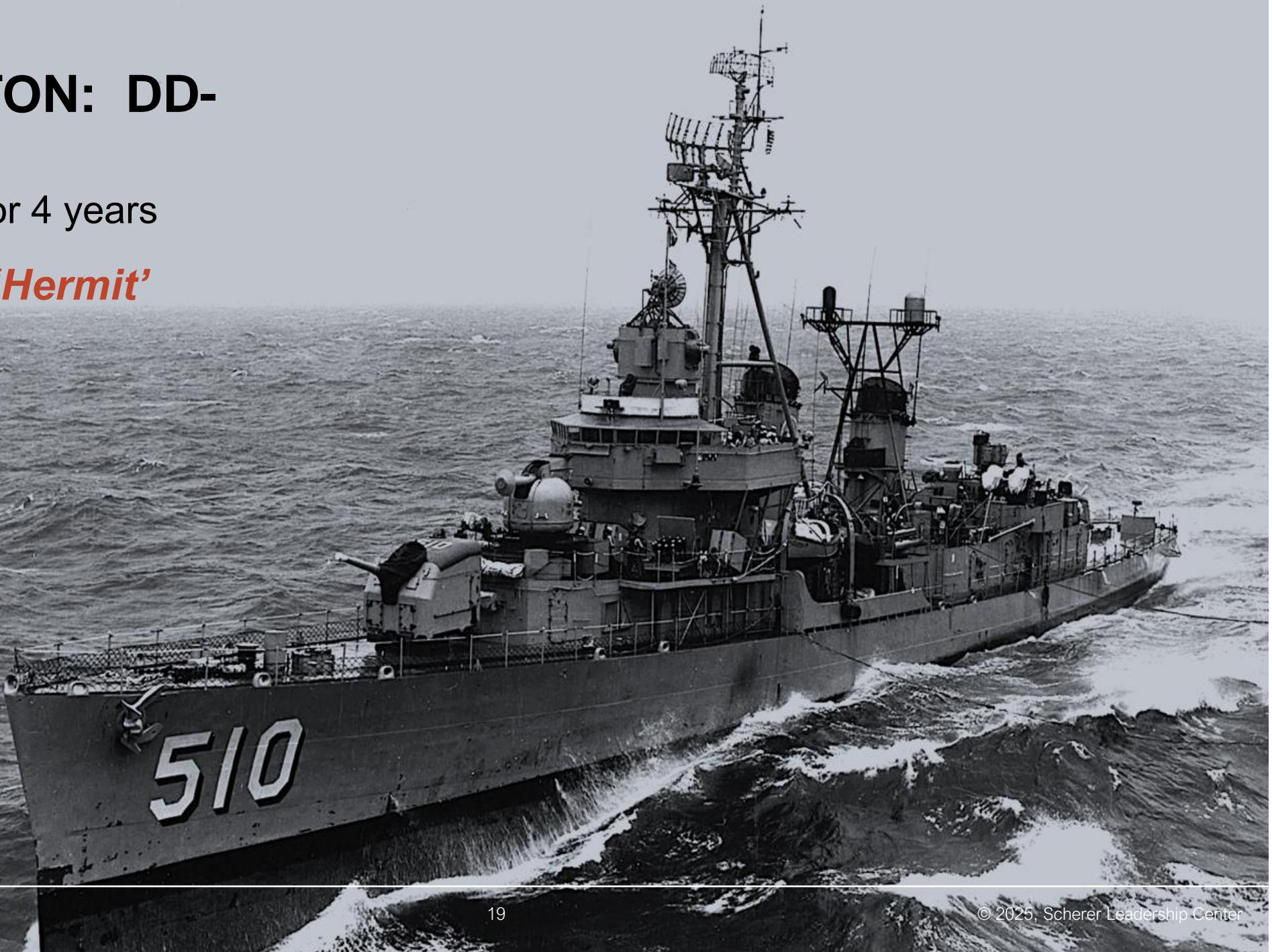


photo: en.wikipedia.org/wiki/Moon_landing

USS EATON: DD-510

My 'Home' for 4 years

Call sign: 'Hermit'



USS ENTERPRISE: CVN-65

Call sign: 'CLIMAX'



photo: wikipedia.org/wiki/USS_Enterprise_(CVN-65)

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
fullness of who you are?**

FIND IT...

LET IT MOVE YOU...