

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Leading with Purpose and Values

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Employees and customers increasingly expect organisations to stand for something beyond profit. Purpose-driven leadership aligns people around a meaningful mission and shared values, improving engagement, decision-making and trust. This course helps leaders clarify personal and organisational purpose, translate values into everyday behaviours and decisions, and communicate purpose authentically.

Purpose statements are meaningless unless they guide real decisions. This course helps you lead in a way that connects people to purpose and makes values visible in daily work.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course combines reflection exercises, case studies of purpose-driven organisations, values workshops, storytelling practice and action planning.

Course objectives

By the end of this course, participants will be able to:
• Explain the business case for purpose-driven leadership
• Clarify personal leadership purpose and values
• Articulate organisational purpose in practical terms
• Translate values into behaviours and decision criteria
• Communicate purpose through storytelling
• Align team goals and practices with purpose

Target audience

This course is suitable for:
• Senior leaders and managers
• HR and culture professionals
• Founders and business owners
• Sustainability and corporate responsibility leaders
• Team leaders



Course content

Target competencies

Participants will develop competencies in:

- Purpose clarity
- Values-based decision-making
- Authentic leadership
- Storytelling
- Engagement
- Alignment

Course outline

Day 1: Why Purpose Matters

09:00–09:54	Purpose, mission, vision and values
09:54–10:48	Evidence on purpose and performance
10:48–11:00	Purpose-washing risks
11:00–11:30	**Coffee break**
11:30–12:12	Purpose-washing risks (continued)
12:12–13:06	Stakeholder expectations
13:06–14:00	Exercise: Purpose assessment

Day 2: Personal Purpose

09:00–09:54	Reflecting on personal values
09:54–10:48	Defining leadership purpose
10:48–11:00	Strengths and motivations
11:00–11:30	**Coffee break**
11:30–12:12	Strengths and motivations (continued)
12:12–13:06	Consistency between values and actions
13:06–14:00	Workshop: Personal purpose statement



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Day 3: Organisational Purpose and Values

09:00–09:54	Defining or refreshing organisational purpose
09:54–10:48	Values as behaviours
10:48–11:00	Values in hiring, recognition and promotion
11:00–11:30	**Coffee break**
11:30–12:12	Values in hiring, recognition and promotion (continued)
12:12–13:06	Values-based decision criteria
13:06–14:00	Case study: A purpose-driven company

Day 4: Communicating Purpose

09:00–09:54	Storytelling techniques
09:54–10:48	Connecting individual roles to purpose
10:48–11:00	Leader visibility and consistency
11:00–11:30	**Coffee break**
11:30–12:12	Leader visibility and consistency (continued)
12:12–13:06	Handling scepticism
13:06–14:00	Practice: Purpose story

Day 5: Living Purpose Every Day

09:00–09:54	Purpose in strategy and priorities
09:54–10:48	Team rituals and practices
10:48–11:00	Measuring alignment
11:00–11:30	**Coffee break**
11:30–12:12	Measuring alignment (continued)
12:12–13:06	Handling value conflicts
13:06–14:00	Capstone: Purpose-led leadership plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,840.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
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Dates, venues and fees (continued)

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London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online