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COURSE BROCHURE

Purposeful Leadership for Team Meaning and Engagement Training Course

29 August – 2 September 2027
Amman

Purposeful Leadership for Team Meaning and Engagement Training Course

Ref: 1747_64061 **Date:** 29 August – 2 September 2027 **Location:** Amman **Fees:** 3300 GBP

Purposeful Leadership for Team Meaning and Engagement is a 1-week training course for team leaders and line managers who want people to see why their daily tasks matter, ending with a Team Purpose Charter. As employees weigh meaning alongside pay when choosing where to stay, leaders who connect roles to a clear reason for existing hold attention and loyalty. Jupiter Prime Training built this Purposeful Leadership course around that connection.

Why Purposeful Leadership Matters Now

Purposeful leadership is shaped by three pressures. Younger professionals ask what their organisation stands for and leave when the answer feels hollow. Customers and investors compare stated intentions with visible conduct, so a gap between the two damages reputation quickly. Remote and hybrid arrangements weaken the informal moments where meaning used to travel. Organisations that handle this well see steadier discretionary effort and lower attrition; those that treat purpose as a slogan breed cynicism. The course draws on established ideas such as the Golden Circle start with why, job crafting, the Job Demands-Resources JD-R model and ethical decision frameworks.

Who Gains Most from Purposeful Leadership

- Team leaders who set daily direction and explain why tasks matter
- Line managers responsible for engagement and retention within their units
- Supervisors who handle ethical grey areas raised by front-line staff
- Section heads translating an organisational mission into team objectives
- Culture champions who shape rituals, recognition and onboarding locally

Management cohorts from one division gain most when attending together, because they can align their team purpose statements under one shared mission.

Purposeful Leadership Capabilities

Participants practise moving purpose from a framed wall poster into the conversations, choices and routines that shape a working week.

- Design a team purpose statement linked to the wider mission — senior sponsors and team members
- Apply job crafting to connect individual roles with meaning — one-to-one development talks
- Weigh ethical dilemmas against declared values — escalation and conduct decisions
- Assess engagement drivers using the JD-R model — workload and resource choices
- Build purpose-led rituals for recognition and onboarding — new joiners and peers
- Communicate the why behind change — teams facing restructures or new targets

Key Purposeful Leadership Terms

- Purpose statement — a short sentence explaining why a team exists and whom its work ultimately serves.
- Golden Circle — a model urging leaders to explain why before how and what when communicating direction.
- Job crafting — employees reshaping tasks, relationships or perceptions of their role to increase personal meaning.
- Job Demands-Resources JD-R model — a framework linking engagement and strain to the balance of job demands and supporting resources.
- Values-action gap — the distance between what an organisation declares it values and how people actually behave.
- Line of sight — an employee's ability to see how personal tasks contribute to wider outcomes.

Purposeful Leadership Day by Day

Day 1: Meaning, Mission and the Expectations Shaping Them

- Workforce Meaning Expectations — Why Professionals Ask What Work Stands For
- Mission-to-Team Cascade — Linking Organisational Intent to Local Goals
- Values-Action Gap Diagnostic — Spotting Where Declared Values Break Down
- Stakeholder Purpose Lens — Seeing Purpose Through Customers and Communities
- Personal Leadership Purpose Reflection — Clarifying the Leader's Own Why

Day 2: Crafting Purpose Statements and Line of Sight

- Golden Circle Messaging — Explaining Why Before How and What
- Team Purpose Statement Drafting — Choosing Words People Can Repeat
- Line-of-Sight Mapping — Showing How Each Role Feeds Outcomes
- Beneficiary Contact Methods — Bringing End Users Closer to Teams
- Purpose Narrative Testing — Checking Credibility With Sceptical Staff

Day 3: Engagement Drivers and Job Crafting

- JD-R Model Diagnostics — Balancing Demands Against Supporting Resources
- Job Crafting Conversations — Reshaping Roles Around Strengths and Meaning
- Engagement Pulse Questions — Tracking Meaning Without Survey Fatigue
- Recognition Linked to Purpose — Rewarding Behaviour That Serves the Mission
- Burnout Warning Signals — Protecting Energy in Purpose-Driven Teams

Day 4: Ethical Choices and Purpose-Led Culture

- Ethical Decision Frameworks — Resolving Dilemmas Against Declared Values
- Speak-Up Channels and Psychological Safety — Surfacing Concerns Early
- Purpose-Led Rituals and Onboarding — Embedding Meaning in Routines
- Purpose Under Pressure — Holding Values During Targets and Cuts
- Culture Signals Audit — Checking Symbols, Stories and Promotion Choices

Day 5: Practising the Team Purpose Charter

- Case Study in Hospital Patient Services — Restoring Meaning After Restructure
- Case Study in a Logistics Network — Linking Drivers' Roles to Customers
- Purpose Statement Peer Critique — Refining Drafts From Earlier Sessions
- Engagement and Ethics Action Plan — Combining Job Crafting and Speak-Up Steps
- Team Purpose Charter — Completing Statement, Rituals and Measures

Applying Purposeful Leadership After the Course

- Hold a team session to co-write a purpose statement and map each role's line of sight to the people it serves.
- Run job crafting conversations with three team members and agree one task change each that adds meaning.

Purposeful Leadership Questions FAQ

What is purposeful leadership and why does it matter now?

Purposeful leadership means connecting people's daily work to a clear reason that matters beyond targets. It matters now because professionals increasingly judge employers by meaning, and visible gaps between stated values and conduct quickly erode trust and engagement.

Which roles gain most from purposeful leadership training?

Team leaders, line managers and supervisors gain most. They hold the daily conversations where purpose either becomes real or sounds empty, and they handle engagement, recognition and ethical questions close to the work.

How does purposeful leadership differ from a leadership storytelling course?

Purposeful leadership focuses on embedding meaning in roles, routines and decisions. A storytelling course concentrates on crafting and delivering narratives, while this course covers job crafting, engagement drivers, ethical choices and team rituals.

What do you bring back from purposeful leadership training?

You bring back a team purpose statement, a line-of-sight map, planned job crafting conversations and an ethics and engagement action plan for your own unit.

Purposeful Leadership: The Way Forward

The Team Purpose Charter sets out why the team exists, the rituals that keep that reason visible and the signals used to track engagement. Its first use shapes the next team meeting and the way priorities are explained. Team leaders and their staff use it together, and after a quarter it is worth revisiting whether conduct still matches the stated purpose.