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COURSE BROCHURE

# Purpose-to-Priority Alignment Training Course for Heads of Function

1 – 5 February 2027
Casablanca

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# Purpose-to-Priority Alignment Training Course for Heads of Function

**Ref:** 2491_94384 **Date:** 1 – 5 February 2027 **Location:** Casablanca **Fees:** 4500 GBP

Purpose-to-Priority Alignment for heads of function is a 1-week training course for senior managers who must turn an organisational purpose into the priorities, funding choices and stop decisions of one function, producing a Functional Purpose and Priority Map. Boards, staff and customers now ask how stated purpose shows up in everyday trade-offs, not in slogans. Jupiter Prime Training offers this course on Purpose-to-Priority Alignment for leaders who hold budgets and headcount.

## Why Purpose-to-Priority Alignment Matters Now

Three pressures meet on the desk of a function head. Investors and boards ask for evidence that strategy, risk appetite and stated purpose point the same way. Employees, especially early-career specialists, judge an employer by whether its declared reasons for existing survive a budget round. Customers and partners compare promises with service choices. A function that links purpose to its portfolio of initiatives allocates scarce people with confidence and explains refusals credibly; one that does not drifts into competing pet projects and quiet cynicism. The course rests on balanced scorecard practice and portfolio prioritisation methods, described in plain terms.

## Who Gains Most from Purpose-to-Priority Alignment

- Leaders accountable for a function's annual plan, budget envelope and headcount allocation
- Senior managers who sponsor cross-functional initiatives and must decide which ones to pause
- Strategy and transformation office heads translating corporate intent into departmental commitments
- People and culture directors linking purpose to role design, recognition and capability investment
- Operations and service heads balancing efficiency targets against customer and community commitments

Leadership teams of a single division gain most when several members attend together, because they leave with one shared set of priority criteria instead of separate interpretations.

## Purpose-to-Priority Alignment Capabilities

Participants move from purpose statements on the wall to explicit selection rules that shape funding, staffing and stop decisions inside their own function.

- Articulate a function-level purpose that derives from the enterprise purpose — leadership team and staff
- Design priority criteria that weigh purpose fit alongside value, risk and capacity — portfolio decisions
- Assess the current initiative portfolio and flag misaligned or orphan work — budget holders
- Weigh trade-offs openly when two purpose-consistent priorities compete for scarce talent — sponsors
- Communicate stop and defer decisions with a reasoned purpose link — affected teams and partners
- Build a small set of purpose evidence indicators for quarterly review — executive committee

## Key Purpose-to-Priority Alignment Terms

- Functional purpose — A short statement of why one function exists, derived from the enterprise purpose and its stakeholders.
- Priority criteria — Explicit rules used to rank initiatives, combining purpose fit, value, risk, urgency and capacity.
- Initiative portfolio — The full set of projects, workstreams and improvement efforts competing for a function's resources.
- Stop decision — A deliberate choice to end or defer work that no longer serves purpose or priorities.
- Purpose evidence indicator — An observable measure showing whether stated purpose is changing choices, behaviour or outcomes.
- Line of sight — The traceable link between a person's daily tasks, team priorities and the organisation's purpose.

## Purpose-to-Priority Alignment Day by Day

## Day 1: Purpose in the Strategic Context

- Enterprise Purpose Statement Decoding — What the Function Must Uphold
- Stakeholder Expectation Scan — Which Groups Judge Purpose Delivery
- Strategy, Risk Appetite and Purpose Cross-Check — Gaps to Resolve
- Purpose Drift Symptoms — When Slogans Replace Choices
- Functional Purpose Drafting Canvas — Why This Function Exists

## Day 2: From Purpose to Selection Rules

- Priority Criteria Design — Weighting Purpose Fit Against Value
- Scoring Matrix Construction — Consistent Ranking Across Initiatives
- Capacity and Skills Constraint Mapping — Realistic Commitment Levels
- Must-Do Versus Should-Do Classification — Protecting Non-Negotiables
- Criteria Calibration With Peers — Reducing Personal Bias in Ranking

## Day 3: Portfolio Choices and Trade-Offs

- Initiative Inventory and Orphan Work Audit — Hidden Resource Drains
- Portfolio Heat Map — Concentration of Effort Versus Purpose
- Stop, Defer, Merge Decision Rules — Freeing Scarce Talent
- Competing Priority Trade-Off Dialogue — Resolving Sponsor Conflicts
- Budget Envelope Reallocation Scenarios — Funding Purpose-Critical Work

## Day 4: Narratives and Purpose Evidence

- Purpose-Led Change Narrative Structure — Explaining Why Priorities Shift
- Stop Decision Messaging — Preserving Trust With Affected Teams
- Line of Sight Cascades — Linking Roles to Function Priorities
- Purpose Evidence Indicators — Leading and Lagging Signals
- Quarterly Purpose Review Agenda — Executive Committee Oversight

## Day 5: Practising the Functional Purpose and Priority Map

- Functional Purpose Statement Refinement — Peer Challenge Panel
- Live Portfolio Ranking Using Calibrated Criteria — Group Simulation
- Trade-Off Case Rehearsal From Two Sectors — Health and Logistics
- Change Narrative Delivery Practice — Feedback From Fellow Heads
- Functional Purpose and Priority Map — Final Assembly and Commitments

## Applying Purpose-to-Priority Alignment After the Course

- Run a portfolio ranking session with the leadership team using the calibrated priority criteria and agree three stop or defer decisions.
- Introduce two purpose evidence indicators into the next quarterly review and test whether they change a funding conversation.

## Purpose-to-Priority Alignment Questions FAQ

### What is Purpose-to-Priority Alignment and why does it matter now?

Purpose-to-Priority Alignment is the discipline of turning a stated purpose into ranking rules for work, money and people. It matters now because boards, staff and customers test purpose through visible trade-offs, and functions without clear criteria lose credibility and waste capacity.

### Which roles gain most from Purpose-to-Priority Alignment training?

Function heads and senior managers who own budgets, headcount and initiative portfolios gain most. Strategy office leaders and people directors also benefit, especially when a divisional team attends together.

## How does Purpose-to-Priority Alignment differ from a purpose storytelling course?

Purpose-to-Priority Alignment centres on selection rules, portfolio trade-offs and evidence indicators rather than on inspiring delivery. Storytelling courses build the message; this course builds the decisions behind it.

## What do you bring back from Purpose-to-Priority Alignment training?

You bring back a ranked view of your function's initiatives, calibrated priority criteria, agreed stop decisions and indicators that show whether purpose is shaping choices.

## Purpose-to-Priority Alignment: The Way Forward

The Functional Purpose and Priority Map first informs the next budget or planning round, where the function head uses it to defend allocations and announce stop decisions. Leadership team members and finance partners use its criteria to test new requests. After its first cycle, revisit the weighting of purpose fit against value, since early use often reveals criteria that look balanced on paper but tilt choices.