

DISCUSSION GUIDE: PURPOSEFUL LEADERSHIP COMPETENCY

Overview: Building a customer-centric culture involves mastering four customer experience (CX) core competencies: purposeful leadership, compelling brand values, employee engagement and customer connectedness. Use this tool to spark a discussion with a group of people around the Purposeful Leadership competency and what it looks like in action. Prior to the discussion, the group will watch a two-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “CX Competency: Purposeful Leadership”

DIRECTIONS FOR USING THE TOOL**1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that *Purposeful Leadership* is one of essential core competencies of customer-centric organizations. Share that the goal for this competency is for leaders to act with a clear, well-articulated set of values.

2) WATCH THE VIDEO

Have the group watch the two-minute video.

3) LEAD THE DISCUSSION

After showing the video, go around the group and ask people to respond briefly to this question:

- *What stands out for you when thinking about the power of purpose inside an organization?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard. Have the group discuss:

- *When thinking about the Five P's of Purposeful Leaders and how those are demonstrated to employees – what do you do best and where do you want to improve?*
- *Idea Sharing: For each of the Five P's of Purposeful Leadership, share something you do or something you've seen others do that embody one of the characteristics: persuasive, passionate, propelling, positive, persistent?*

4) CLOSE THE DISCUSSION

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.