

**DISCUSSION GUIDE: PURPOSEFUL LEADERSHIP CORE 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 what the *Purposeful Leadership* competency is 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 THIS TOOL****1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that *Purposeful Leadership* is one of the 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:

- *When you think about the power of purpose inside an organization, what stands out to you?*

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

- *How can we demonstrate the Five P's of Purposeful Leaders to employees? Which ones do you do best and which do you want to improve on?*
- *Idea Sharing: For each of the Five P's of Purposeful Leadership, share something you do, or have seen others do, that embodies 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.