

FROM PURPOSE TO IMPACT

THE AMSTERDAM MASTERCLASS



The Catalyst for Purpose-Driven & Impactful Organizations

BLOCK I

IMPACT LEADS TO MEANING

SCIENCE-BASED PERSPECTIVE ON PURPOSE AND MEANING. EXPLANATION OF TERMS

TAKE AWAY:

- a science-based perspective on purpose and meaning.
- **Tool:** radical Purpose self assessment tool (one free of charge license)

BLOCK II

THE FLIP SIDE OF PURPOSE

PATTERNS OF A TOXIC PURPOSE INTERPRETATION AND THE DIFFERENCE BETWEEN IDENTITY AND IDENTIFICATION

TAKE AWAY:

- an insightful and radical open conversation with time on her purpose experience
- exclusive Abstract of her not yet published book "the purpose experiment"

BLOCK III

HOW TO CONNECT PURPOSE WITH ORGANIZATIONS

HOW DOES A CONSTRUCTIVE APPROACH ON HOW TO CONNECT PURPOSE WITH ORGANIZATIONS LOOK LIKE

TAKE AWAY:

- a practical approach on how to deal with purpose in Organisations
- **Tool:** Company DNA, a mental tool to reflect on how an individual connects to the organisation meaningwise

THE CLASS

This class is designed with the intention to be practical and stimulating. It is built on the components of **play, connect** and **act**. After this day, you will take back practical examples, tools and ideas to bring these insights and practices into your own context.

We believe it does not need any knowledge upfront, only openness, curiosity and the commitment to be present.

We are all experienced on the subject, having worked and pioneered full-time in the NEW WORK space the past 7 years, which includes a wide range of practices. We have investigated for you, what is working and what is not.

We brought this together in the concept of the **#AdaptiveOrg**. A concept, which allows every organization to be unique rather than fitting into a specific model or a certain way of doing things.

Join us to learn, observe, exchange, interact and to let yourself be inspired!

BLOCK I: **IMPACT LEADS TO MEANING**

Why purpose seems to be a big misunderstanding.

When people talk about purpose or purpose-driven organizations they regularly mix up several different aspects. We will clarify the term purpose and distinguish it from meaning. Afterwards, we will look into the work of the Austrian psychiatrists Alfred Adler and Viktor Frankl and his approach to purpose. We will go deeper into Frankl's studies and look at components such as impact and self-efficacy in that context too.

TAKE AWAY:

- A science-based perspective on purpose and meaning
- Possibilities to create a meaningful environment for human beings in organizations according to Viktor Frankl's observations
- The tool Radical Purpose including one free of charge self-assessment

BLOCK II: **THE FLIP SIDE OF PURPOSE**

How can purpose become dangerous by misinterpreting the term.

This can happen for both parties, the organization as well as the individual. Tine Bieber, who worked in that field as a member of an organization for 5 years, will share her insightful and touching story, how a purpose-driven organization drove her into a burnout. You will have the chance to ask her questions about her experience in person.

Moreover, we will discuss what are healthy approaches to attract and retain employees. For this purpose we need to learn what the reality is and what is imagined reality. Finally, we will showcase how mental models can support adaptive organizations in providing orientation to the people without interfering on the personal level.

TAKE AWAY:

- insights into a business world that became estranged from purpose
- mental models as an alternative to values and purpose
- an exclusive abstract from Tine Bieber's (not yet published) book "The Purpose Experiment"

BLOCK III: **HOW TO CONNECT PURPOSE WITH ORGANISATIONS**

Learn how to connect purpose in a constructive way with an organization.

Is purpose all bad? Definitely not! But as often in life, you can have the same tool using it to bring peace to the world or make war.

We will introduce you to the mental tool "Company-DNA". It will help you to reflect on problems and development-potential on the intersection between the organization and the individual. Adaptive organizations apply the "Company-DNA" in different contexts, such as in team feedback, conflict resolutions or matching tool in the recruiting process. The "Company-DNA" contains an additional feature, we call "Sinnkopplung". With this concept organizations can reflect on the engagement status on the individual level and create a commonly understood language.

TAKE AWAY:

- how to connect purpose/meaning useful to your organization
- the mental tool "Company-DNA" for reflections on the intersection between the organization and the individual
- the concept of "Sinnkopplung" for a new approach of peer-performance-management

THE LOCATION

**Four Elements Hotel,
Bert Haanstrakade 1074,
1087 HJ Amsterdam**

<https://fourelementshotel.com>

The Four Elements hotel is an energy-neutral hotel that is dedicated to be 100% sustainable in its actions. Our lunch will consist of local foods and our workshop room will be by the water to add an extra sparkle. During the break, you will have the opportunity to take a deep breath while walking along the Markenmeer and visit Ijburg Beach.

Learn, enjoy, connect and get inspired!



Ijburg Beach



The Hotel

DATE & TIME:

**4th of May 2023,
10.00 AM - 5.00 PM**

WHERE:

**Four Elements Hotel,
Amsterdam**

PRICE:

EUR 290.00 excl. VAT

EUR 390.00 excl. VAT

[BOOK HERE](#)

CONTACT:

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