B. Powered by Purpose with Sarah Rozenthuler

*"The meaning of life is to find your gift.
The purpose of life is to give it away."*
– Pablo Picasso

Purpose entails a conversation that really matters. Some leaders and managers, however, think purpose is a luxury and therefore a waste of valuable time. Others feel unsettled and think that they're not good enough to have a 'higher' purpose. Teams struggle to see the bigger picture of their purpose and want to stay in their comfort zone firefighting. Organisations find it difficult balancing the needs of different stakeholders to articulate (and then live) a purpose beyond making a profit or meeting metrics.

To overcome these challenges, it helps to have a safe and energising space to talk and think about purpose. Without an authentic dialogue that this allows, purpose remains elusive. With an authentic dialogue, individuals feel energised as day-to-day work becomes more meaningful; team members pull together and make effective decisions; and an organisation attracts and retains top talent, generating sustainable advantage. Purpose is therefore both a source of difficult conversations and a great resource for them. This webinar covers tools that coaches can use for talking about purpose so that day-to-day work becomes energising.

Sarah Rozenthuler is a chartered psychologist, international keynote speaker, and award-winning author. With 20 years' experience coaching senior leaders, she specialises in executive coaching, team coaching, and leadership development. Sarah founded Bridgework Consulting in 2007 to help leaders and teams thrive. She is a LinkedIn Learning and Udemy instructor and teaches at Saïd Business School, University of Oxford on their flagship leadership programmes, and delivers masterclasses for the British Psychological Society. Her books include *Now We're Talking* (2024), *Powered by Purpose* (2020), and *How to Have Meaningful Conversations* (2012). Sarah's full profile can be viewed here:
https://www.catalyst14.co.uk/sarah-rozenthuler