



"Through this seminar, the Prophet Group identifies the fourth, and arguably most important pillar in modern workforce management - purpose. Today's knowledge economy organization puts talent at the center of its strategy and it motivates that talent with unwavering commitment to a clear, ethical and common purpose."

"John Chaisson brings his powerful insights and wide knowledge of talent management to bear on this important subject. Chaisson is as brilliant as ever in blazing new trails in human capital strategy and management."

Allen Schweyer- Director Human Capital Institute

PEOPLE101™ - Building the Purpose-Driven Enterprise™ (A course and division of The Prophet Group - An enterprise development firm)

Globalization of the economy, proliferations of technology, data, education and knowledge, and economic uncertainty have all combined to level the business playing field among international economic regions and global competitors. In many cases, these factors have eliminated unsustainable business advantages (technological edges, information and knowledge advantages) among key competitors. Thus, the rules of business competition are changed - locally and globally. In the future, whether you're a 10-person auto parts manufacturer in Boise, Idaho or a 10,000-person technology company in Bangladore, your sustainable competitive advantage will be derived - not from technology, financial resources or access to data - but rather almost exclusively from the major sources of sustainable advantage - ideas, innovations, inventions, reinventions and creativity - all products of people inside your enterprise. So the people will be the source of the competitive edge - but only if unified and motivated through leadership. Yet, even enterprises that recognize this business reality are struggling to leverage people power and build leadership. At least two major problems exist. First, we have misinterpreted the function of management and its distinction with leadership - our leaders have become managers and leadership has been replaced with resource and workforce management. Second, we have abandoned the power of purpose to not only lead strategic and tactical direction but to unify a team, workforce, project group, executive cadre or Board of Directors. It's easy to slip into abandoning the call to build purpose-driven leaders within the enterprise and to default to managing people like any on-the-shelf inventory when "efficiency and cost cutting" dominate the business discussion. Herein lies the quagmire of most companies. Shrinking margins - a result of the depleted competitive advantage of most companies - has put pressure on businesses to cut workforce and workforce related costs at the same time these organizations need to rebuild the ranks of leadership and redefine the corporate purpose to rebuild the mission, vision and goals of the enterprise. While nothing serves as a panacea for all these issues, a purpose-driven, motivated and inspired group of creative people whose personal missions in life align with the overarching missions of the company they work for can do wonders - as it has since the first corporation was built in the 5th century. We aim to redeliver this powerful message with contemporary relevance to inspire the next generation of purpose driven leaders and purpose driven enterprises.

About TPG

TPG is a private enterprise development firm providing leadership training, management consulting and workforce development solutions all aimed at building purpose-driven leaders and purpose-driven enterprises. Each service project undertaken by TPG - whether to train leaders, improve a global workforce, refine a product or service, evaluate a business model, identify partnerships and alliances, spur economic development or mediate a dispute - begins with the identification of common purpose and the articulation or re-examination of a "Purpose Statement" - the foundation for TPG's proprietary model and approach to building sustainability. The firm has a boot camp outside New Orleans as well as operations in Silicon Valley and Boston. Practicing what it preaches about purpose and service, TPG devotes and donates a significant percentage of its resources, people and efforts to building local underserved communities at no cost to the communities or the underserved.

Thomas Aquinas:

"The Leader should have as his principal concern the means by which the multitude subject to him may live well"



People101's People

It's all about the People. TPG has gathered the best and the brightest experts from around the globe to forge a new framework for building leaders and leading enterprises. Our business partners include some of the most recognized people leadership organizations in the world, including the Human Capital Institute. Our principals and affiliated experts include a diverse group of experienced business leaders who have executed upon the principles of People101. [For more information on the expert underpinnings of the course and the leaders, companies and organizations that have benefited from People101, please contact us at courseinfo@people101.com].

About The Principals:

John Chaisson is the Chief Purpose Prophet and Principal Qualitative Analyst for The Prophet Group and is responsible for uniting the leadership perspectives, approaches and tools for building leaders and leading enterprises. John has built a career founded on the "purpose" of fostering sustainable workforces, businesses, services and products. After completing Stanford law School, he worked as a corporate attorney for leading law firms including internationally-renowned Wilson, Sonsini and later began his Silicon Valley business career as General Counsel and VP Business Development for Resumix, also supporting public software and HR services giant Ceridian Corporation, and then co-founded several market-leading technology and management consulting groups focused on ERP software and Human Capital solutions, before launching TPG. Among other roles, he is a Member of the National Advisory Board of the Human Capital Institute and a Board Member of consumer electronics incubator, Sector Labs.

Steven Chaisson is the Chief Operating Officer and Principal Quantitative Analyst for TPG. Steve is based in Lafayette, Louisiana, has a dozen years of experience in various technology sectors and has an MBA concentrated in HCM and finance. His focus is enterprise and workforce valuations and EVA analysis, workforce investments and resource allocation, workforce process engineering, HCM trend research and forecasting, workforce statistical analysis, HCM best practices case study and benchmarking and workforce metrics. Steven also leads the firm's operational and financial management advisory services.



Peter Drucker:

*" Teams develop
because people
respect the
ability of others."*

People 101 – Motivational Leadership Practice

"Teaching People to Serve People"

People101 is about getting back to basics and giving service back to People. The principle of developing productive relationships and leading through service are adaptable to organizations as well as businesses, to partnerships as well as workforces.

A leading organization must understand that in order to thrive and grow in a sustainable way it must serve the greater good of the people within the community upon which it depends. That critical community of people includes all of its stakeholders, all of its customers and especially all of its workers. Service to the workforce is typically translated into work training and financial rewards such as wages, stock options and benefits. Yet, research suggests that workforce productivity and retention is more often driven by the individual worker's perception that the organization "cares" about them and their career - not by whether they receive a raise in any given year. Even organizations, which recognize the importance of service and motivation, tend to focus almost exclusively on providing skills training and monetary rewards to motivate the workforce. This practice stems from perceptions that teaching service-based motivational leadership is too difficult to accomplish - or because they do not have means to foster the principles. Yet, monetary rewards do not drive alignment of the workforce to the company - and without alignment of individual goals to the business mission - the chances of building sustainable productivity, innovation and profit become slim.

In the People101 practice, we support our client organizations by providing purpose-driven leadership training and consulting that not only lasts but also spreads itself naturally throughout the organization - one person at a time. We do not deliver vague philosophies or trendy concepts - we deliver business results - and we define, measure and guaranty the result beforehand through the adoption of our People101 practice principles.

How We Do it?

Our approach is simple. Through our workshops, seminars, publications and consulting we train managers and non-managers alike to acknowledge and serve each other effectively within the organization - and then work together to bring those individual goals and endeavors into alignment with the overarching organizational goals. Through individual-to-individual service and team-to-company alignment, we promote shared values, team unity, collaborative career support, business purpose alignment, dedication and team development. In a nutshell, we teach organizations how to better support the dreams of their workforce. In return, the individual goals are brought into better alignment with the strategic objectives of the company - and the collaboration fosters relationship building, which in turn fosters leadership, trust and success.

Why is People101 so mission-critical?

Competition is heating globally - U.S. and developed workforces are locked in disunity and distrust. After years of forced retirements, restructuring and right-sizing, employers are faced with the desperate reality that workforces are disloyal, uncommitted and concerned for their welfare. To repair this rift with the workforces, employers are forced to forge a new covenant with the workers - whether permanent, part-time or contingent. That new covenant will be centered on building an environment of service and trust - and delivering the "alignment of individual dreams to corporate purpose" (Marcus Buckingham). The organization, which uses motivational leadership to inspire service, will be better prepared for market leadership. Organizations, which better serve the workforce, will see better service of their customers and partners.

Never has the need for recommitting to motivational leadership and the service culture been so critical. Abroad, unencumbered by our workforce restrictions, especially in the management of contract labor, international businesses are building global unified workforces that are better motivated and focused on service.

People101 Principles

TPG would love to take credit for inventing the idea of leveraging the power of purpose within enterprises to inspire and motivate workforces, build leadership and drive enterprise success - but fortunately our ideas are contemporary distillations, redirections, reflections and extensions of the cumulative wisdom and practice of thousands of successful leaders and leading organizations for centuries. Here are a few examples:

Abraham Lincoln: "Labor is prior to, and independent of, capital. Capital is only the fruit of labor, and could never have existed if Labor had not first existed. Labor is superior to capital, and deserves much higher consideration."

Peter Block: "Much of the wasted energy at work is a response to the desire to be safe and blame-free."

Mary Folleit: Leaders and followers are both following the invisible leader- the common purpose."

The basic principles of People101 are simplified as follows:

- Leadership is different from management and in order to build a sustainable workforce people must be led not managed.
- Purpose is the highest guiding principle of individuals and organizations that supercedes, eventually absorbs and ideally sustains and glues together the mission, vision and values (none of which can substitute for purpose).
- Corporate Purpose is the agreed upon common purpose of the body (corpus) of individuals participating and making up the enterprise or organization (directors, executives, workers, partners, customers, shareholders) which unites, bonds and commits the body.
- A sustainable purpose must be: unending, based in truth and fairness and serving of others.
- Service to others is not self-less or profitless – but the foundation of sustainable success and recession-proof organizations.
- The best organizations understand their sustainable corporate purpose and invest in aligning the purpose of leaders, teams and individuals to the corporate purpose.
- The most success people understand their purpose and align that purpose to their teams and their organizations.

People101 Seminar

TPG has distilled these principles into a simple 6-part seminar, which can be absorbed over a 2 or 3-day leadership retreat.

(Units 1 and 2): Examining Me - Understanding Purpose-Driven Leadership

Unit 1: Understanding the Purpose of People, the Purpose Driven Enterprise and Leadership

Unit 2: Defining My Leadership Purpose

(Units 3 and 4): Examining Them - Understanding the Purpose of Others

Unit 3: Creating Followers through Agreement

Unit 4: Developing Leaders out of Followers

(Units 5 and 6) Us: Defining and Developing A Common Purpose

Unit 5: Defining A Team

Unit 6: Building Success through Teams

Registration for People101

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If you come, What Will You Learn?

- 1. How to leverage purpose to build a unified workforce.*
- 2. How to leverage human capital to obtain above average returns.*
- 3. How build a purpose-driven enterprise.*
- 4. How to create leaders through service.*
- 5. What is the difference between management and leadership.*
- 6. What is a recession-proof business model.*
- 7. What is the most importance competitive advantage in a global marketplace.*
- 8. How to measure true financial and productivity success.*
- 9. The true definition of a team and how to leverage its impact for the long-term.*
- 10. How to find your true career purpose and lead others to theirs.*
- 11. How to learn and grow through failure.*
- 12. How to persuade others to commit to the corporate mission and take ownership.*