



Wednesday
June 10

The Vorres Museum



Keynote speaker

Dr. Srinivasa Pillay

*Harvard-Trained Psychiatrist
& Brain Researcher,
CEO of NeuroBusinessGroup*

Connecting profits to purpose-driven leadership

**A New Brain-Based Playbook
for Business Success**

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On the surface, “purpose” sounds like a “soft” variable.

While many businesses espouse a mission and vision, few actually differentiate this from purpose, and even **fewer connect this purpose to profit.**

Did you know that:

- A Harvard/Ernst and Young study demonstrated that businesses that prioritize purpose have higher revenues over three years?
- This same study demonstrated that when businesses prioritize purpose, specific business parameters are positively impacted e.g. mergers and acquisitions, and new product launches?
- An Oxford/Ernst and Young study demonstrated that having a clearly defined purpose improves strategic clarity and innovation?

Many organizations confuse “purpose” with mission, vision and values, but purpose is not the same.

- What exactly is purpose?
- How can you build a purpose-driven senior leadership team and integrate purpose into your organization?
- How can you manage the challenges that block an authentic sense of purpose by changing your brain?
- How can you inspire purpose-driven actions that will boost profits rather than simply being a form of transient inspiration?

Join us to reflect deeply on, be inspired, connect with, and leverage your purpose with specific action items to take your business to the next level!

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Meet our
keynote speaker
and **father of
Neurocoaching**



Dr. Srin Pillay

*Harvard-Trained Psychiatrist & Brain Researcher
CEO of NeuroBusinessGroup*

Dr. Srin Pillay is the CEO of NeuroBusiness Group, an organization that specializes in developing transformational leaders, voted one of the Top 20 "movers and shakers" in leadership development by Training Industry. He is a Harvard-Trained psychiatrist, an experienced brain-researcher and a certified Master Executive Coach.

Dr. Pillay combines his expertise in all three fields to develop custom approaches that enable senior Leadership Teams to enhance strategic speed by enhancing leader confidence and resilience, facilitating change, enhancing agility, and boosting productivity and creativity.

His business-related keynotes have been received with high acclaim throughout the world including the continental US, Canada, London, Paris, Switzerland, Brazil, India, Bulgaria and Romania. He is currently a designated provider of online learning for corporate mental health (depression, anxiety and addiction), as well as Neurocoaching®, the discipline that he has pioneered.

Dr. Srin Pillay has served as a faculty member of Harvard Medical School, Harvard Business School for executive education, Duke CE and Mobius Executive Leadership, a partner of Egon Zehnder. He is also a member of the by-invitation only Transformational Leadership Council (TLC) and sits on the Board of The Future of Executive Development (FRED). He is a member of a McKinsey & Co., think tank, The Consortium for Advanced Adult Leadership and Development and is engaged in research projects with The McKinsey Academy.

Dr. Pillay and his expertise have been widely featured in the media including: CNN, Business News Network, Fox, NPR, The Boston Globe, The New York Times and Money Magazine. He is a regular contributor to Harvard Business Review and has been featured in Forbes and The Wall Street Journal. He is the award-winning author of: "Life Unlocked: 7 Revolutionary Ways to Overcome Fear" and "Your Brain and Business: The Neuroscience of Great Leaders." His new book is "Tinker, Dabble, Doodle, Try: Unlock the Power of the Unfocused Mind." Srin has also presented a TEDx – "WIRED FOR SUCCESS: The Science of Possibility"



Agenda

- 09:30-11:00
- **Relevance:** What is purpose and how is it connected to revenue?
 - **Reflection:** What problems can you create that are worth solving?
 - **Aristotle's Purpose and the human brain:** Why finding Your "I" is more important than finding your "Why"
 - *Round Table Exercise*

11:00-11:30 Coffee Break

- 11:30-13:00
- **The five ways in which purpose enables brain-based business success:** Clarity, innovation, transformation, universality and bridge building
 - *Round Table Exercise*
 - **The role of cognitive rhythm in purpose-driven success:** The secret to productive unfocus" vs. distraction
 - *Round Table Exercise*

13:00-13:30 Coffee Break

- 13:30-15:00
- **Purpose and designing for dopamine:** How to design purpose from rewards
 - *Round Table Exercise*
 - **Purpose, possibility and existential confidence:** How to develop deep self-trust and a commitment to one's greatest possibilities
 - *Round Table Exercise*
 - **Circling back to profits:** The new playbook and operating model for purpose-driven profits
 - *Round Table Exercise*

15:00-16:00 Lunch

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Join our journey towards a Purpose-Driven Profitability!

Purpose taps a universal need. It relates to key instincts and tendencies that lie at the very core of our existence. Ever since antiquity people were driven by the desire to belong to a community and contribute something to it, leaving a dent on their ecosystem. Against all traditional approaches that wanted corporate culture to create a sense of shared mission revolving around over performing a set of competitors, purpose takes a different stance.

It unites people through a shared desire to contribute to something bigger than benchmarking or performance metrics, while recognizing individual differences and diversity.

At the end of our Leadership Seminar you will have learned:

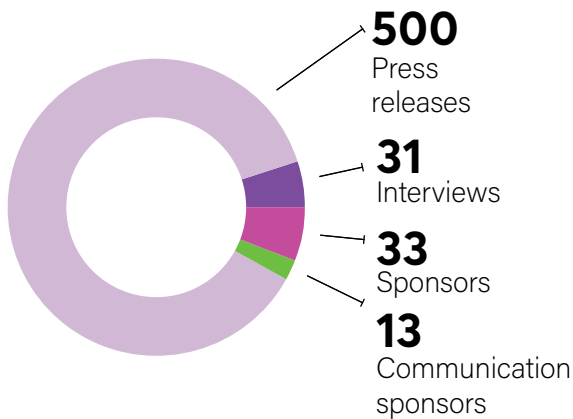
1. How purpose and profits are connected
2. In which parts of your organization you need to instill a sense of purpose and how
3. How to affect your brains and psychology to allow purpose and profits to be connected
4. How to find purpose amidst volatility and financial pressures
5. How to create a new mental playbook and operating model for purpose-driven profits



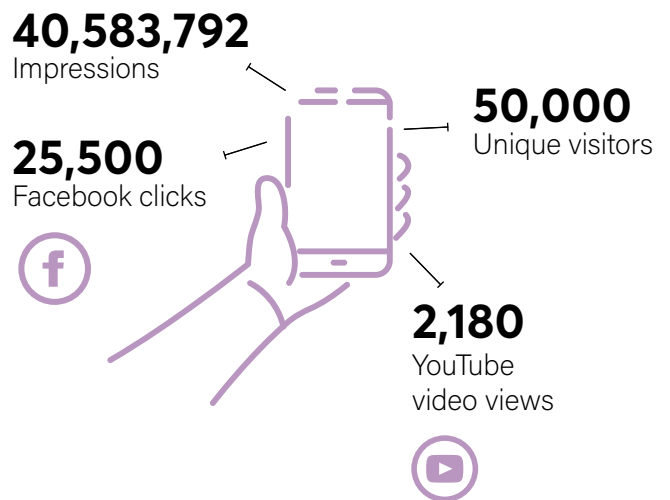
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Our Leadership Seminars footprint

Strategic Partnerships



And a digital footprint of



C-Level Executives Network of



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On SARGIA Partners Leadership Seminars Get your brain in the game!

SARGIA Partners initially launched its Leadership Seminars in 2012 and since then they have been established as a must-attend event in the agenda of all C-Level executives, HR Professionals and Senior Decision Makers. With a leadership specific content, our Seminars come to complement SARGIA Partners unique value proposition: To inspire and enable leaders to approach the notion of change with a higher level of consciousness, a broader perspective and an agile behavior.

Based on the latest trends and insights of neuroscience of leadership, our Seminars aim to address the core mindsets, skill-sets and behaviors that need to be developed for leaders to respond to the challenges of their role in transformational times. Supported by accredited research and based on the latest scientific approaches for leadership skills development, SARGIA Partners Leadership Seminars aim to inspire leaders to embrace the belief that change can be foreseen, managed and turned into a unique growth opportunity if they just get their brain in the game!

The Leadership Seminar is addressed to:

- CEOs and C-Level Executives
- HR Directors
- Senior managers from all functions of the organization

In our past LS participants' words:

*" Exceptional, insightful, inspiring, authentic"
"Any Leader's must"*

*" Truly inspirational, capable for raising the standards"
"Captivating and motivating."*

Put my mind on thinking what I can do differently"

Participation fee

1-3 participants
€480+VAT per person

4-7 participants
€450+VAT per person

Table reservation (8 persons)
€3,360+VAT (€420 per person)