

Purpose-Driven Leadership



SINCERE • INSPIRING • PASSIONATE • COURAGEOUS • MORAL • BRAVE • INFLUENTIAL • ADMIRABLE

PROGRAM OVERVIEW

Trust in institutions and confidence in leaders is in peril. Based on a 2020 report by Edelman, none of the four major institutions – government, business, NGOs, or media – are trusted to be both competent and ethical. These findings serve as a wake-up call to existing and aspiring leaders who seek to stay relevant in the near term while charting a successful path toward significant and lasting career accomplishments.

This program will provide you with the tools necessary for becoming the type of purpose-driven leader that your current and future employees desire to follow. Through a unique approach that is backed by science and widely tested with executives, you will hone your sense of higher purpose as a leader while developing new tools and strategies for growing your power and influence. This program will simultaneously help you get in touch with the “why” of your leadership while guiding you to find and maximize your unique sources of power through which you can turn your purpose into reality.

KEY TAKEAWAYS

Through a hands-on, interactive course environment that incorporates both rigorous ideas and practical exercises, you will:

- Name the purpose and principles that drive you as a leader
- Identify and articulate your purpose to inspire others
- Examine and practice the key elements of storytelling
- Learn how powerful leaders think and what mindsets they activate
- Explore how to better develop and protect your access to key resources

- Improve your positioning within relationship networks in ways that improve creativity, provide access to novel information, and generate more influence
- Embrace new strategies for honing your skills as a leader while engaging in ongoing improvement and mastery

DATES: Tuesday, September 14, 2021, Thursday, September 16, 2021, and Tuesday, September 21, 2021

TIME REQUIREMENT: 9:00-12:00 AM (PST)
3 three-hour modules

LOCATION: ONLINE LIVE

PROGRAM COST: \$2,025

WEB PAGE: www.marshall.usc.edu/purpose-driven-leadership

WHO SHOULD ATTEND

This program is designed to maximize the impact and accelerate the careers of seasoned executives as well as leaders transitioning to more significant roles.

FACULTY

Nathanael Fast, PhD, Associate Professor of Management, USC Marshall School of Business

Nathanael Fast is a professor of management at the USC Marshall School of Business with expertise on power and influence in organizations and society. He first became intrigued by the concept of power while growing up under the regime of dictator, Mobutu Sese Seko, in Zaire, Africa, where his father served as a doctor in an NGO.

FACULTY CONTINUED...

His current research examines the determinants and consequences of hierarchy, the psychology of social networks, and how emerging technologies are reshaping humanity. He received his PhD in organizational behavior from Stanford University in 2009. At USC, he directs the Hierarchy, Networks, and Technology Lab (HiNT Lab) and is an editorial board member for *Organizational Behavior and Human Decision Processes*, *Personality and Social Psychology Bulletin*, and *Journal of Personality and Social Psychology*. He has received recognition for his teaching and research, including the “Golden Apple Teaching Award” and the “Dean’s Award for Excellence in Research” at USC, as well as selection by *Poets and Quants* as one of the “World’s 40 Best Business School Professors Under the Age of 40.”

In addition to his academic work, he has co-founded three nonprofit organizations that unite leaders and influencers from across sectors to solve societal challenges. His work has been featured in top scientific journals as well as outlets like the *Economist*, *Wall Street Journal*, and *New York Times*. Additionally, he presently serves as Co-Director of the Psychology of Technology Institute, which brings leading scientists, technologists, and policymakers together to improve the technologies that are shaping our future.

RESEARCH AND ARTICLES

Nathanael J. Fast (Web Site)

Associate Professor of Management

What will power look like in the future? What are the implications for leaders serving in a changing world?

<https://www.nathanaelfast.com/>

When the Boss Feels Inadequate:

Power, Incompetence, and Aggression

Nathanael Fast and Serena Chen, November 1, 2009
Psychological Science 20, 1406-1413.

https://journals.sagepub.com/doi/full/10.1111/j.1467-9280.2009.02452.x?casa_token=EXfW6L3jCK-4AAAAA%3AMd5VjnKO7LC8ezLcdVl92iAgd-nzXExai8NQhc0Ak5fxoeviwAzJaOs5AmYCBuB-V1dMDQoBRpwV6PRQ

How Powerful, Low-Status Jobs Lead to Conflict

Eric M. Anicich, Nathanael J. Fast, Nir Halevy, and Adam Galinsky

Harvard Business Review, February 11, 2016

<https://hbr.org/2016/02/how-powerful-low-status-jobs-lead-to-conflict>



The Psychology of Technology

Nathanael J. Fast, February 19, 2020

<https://www.marshall.usc.edu/news/nate-fast-psychology-technology>

How is Technology Changing Humanity?

Nathanael J. Fast, Juliana Schroeder, Kamy Akhavan, Jake Orthwein, Peter Gonnerman, Roshni Raveendhran, Larry Rosen, and Hannah Tecott

<https://www.psychoftech.org/>

Power and Decision Making: New Directions for Research in the Age of Artificial Intelligence

Nathanael J. Fast and Juliana Schroeder, *Current Opinion in Psychology*, ScienceDirect.com, 2020

<https://static1.squarespace.com/static/5510bf69e4b0f498ce1a71d5/t/5d68567459d7fb0001e93dea/1567118977458/Power+and+decision+making+-+new+directions+for+research+in+the+age+of+AI.pdf>