

— A THREE-DAY IMMERSIVE PROGRAM

# Leading in the Unknown with Purpose

NOVEMBER 12-14, 2026 · CAMBRIDGE, MA

*Ready to lead with clarity in an uncertain world.*



# This moment is not a crisis. It is a *threshold*.

The world has changed. Your leadership needs a deeper foundation.

**T**he pace of change has accelerated past anyone's playbook. Institutions that felt permanent are being reorganized. Roles that were stable for decades are being redefined in months. AI, budget pressures, eroding institutional trust, and a generation of professionals questioning the fundamentals of how work gets done—these forces are not theoretical. They are showing up in your meetings, your hallways, and your own quiet moments of reflection.

And here is what most leadership development gets wrong about this moment: it tries to give you a better strategy for a world that no longer exists.

More frameworks will not solve this. More planning will not solve this. What solves it is far more fundamental: knowing—with absolute clarity—*who you are, what you're for, and what only you can bring to the table*.

**That clarity is called  
*purpose*.**

And for most leaders, it has never been fully discovered—not because they lack depth or self-awareness, but because the work never left room for it. Their entire career was spent in service of institutional priorities, professional expectations, and other people's agendas. The question “What am I uniquely here to do?” never got the time it deserved.

---

Whether you are leading an organization through transformation, rethinking what the next decade of your career looks like, or standing at a genuine inflection point, the underlying question is the same:

## What is truly possible if I listen to my *deeper wisdom*?

Leaders who answer that question don't just perform better in their current roles. They make better decisions about what comes next. They stop following other people's maps and start drawing their own, becoming the kind of leader that others want to follow for the clarity and conviction they carry.

# Proven where it *matters*.

The work behind this program is the signature Purpose to Impact® methodology created by Nick Craig, carried into the world's most demanding institutions, and validated by independent economic research.

**25,000+**

LEADERS DEVELOPED  
THROUGH THE PROGRAM

**50+**

GLOBAL ORGANIZATIONS  
LED & ADVISED

**25 yrs**

OF REFINED, FIELD-  
TESTED PRACTICE

TAUGHT AT

Harvard Business School  
The Wharton School  
West Point

TRUSTED INSIDE

The LEGO Group  
Unilever  
Ben & Jerry's

STUDIED BY

London School of  
Economics  
Chicago Booth

📖 The founding article, **“From Purpose to Impact”** (Craig & Snook, *Harvard Business Review*), is now part of HBR's **“10 Must Reads for Business Students.”**

**BRENÉ BROWN'S “SURGEON GENERAL'S WARNING” ON THIS WORK**

**“Do this work and it will change the way you live, love, parent, and lead. However, you will not be able to forget, block, or unlearn your purpose, and trying to walk away from the reason you're here on this earth may cause anxiety, resentment, confusion, self-doubt, and persistent, low-grade feelings of ‘what in the hell am I doing?’ Once you live your purpose, you can't unlive it.”**

— From the foreword to Nick Craig's *Leading From Purpose*

**Leading in the Unknown with Purpose** is a three-day immersive program built to give you that foundation—and a community of leaders to walk with you as you put it to work.

# For leaders who sense the ground has *shifted*.

This program is designed for accomplished leaders who recognize that the world has shifted, and that leading well in this moment requires a deeper foundation than strategy alone can provide. You may be:

- 
- **Leading your organization through transformation** and needing clarity about what matters most, to the organization and to you
- 
- **A seasoned professional** sensing the gap between the career you built and the impact you know you're capable of
- 
- **Navigating a transition**, whether that's the next role, a reinvention of the role you're in, or a new chapter entirely
- 
- **Successful by every external measure** but privately asking: is this still the right work for me? And if not, what is?
- 
- **Ready to invest in yourself** with the same seriousness you've invested in your organization

*Together, you will join a small group of peers, accomplished leaders from diverse sectors and backgrounds. Subgroups are intentionally curated, so you are working alongside people who understand your world, and people who expand it.*

**“This was one of the most profound experiences of my life. The experience was analogous with peeling away the layers of an onion. This forced deep introspection which created an unbelievable level of renewed self-awareness. I left a far more complete and better human being than when I arrived.”**

— Doug Leather, CEO of REAP and CLI program alumnus

# Each day *builds on* the last.

By the end, you will have discovered your purpose, mapped it across your entire life, and built a clear plan for what comes next, with a community to help you get there.

## DAY 1

### *Uncover*

#### **Your stories, your strengths, your purpose.**

You begin by excavating the crucible moments that shaped who you are and the leadership experiences where you were at your best. Through a proven process of storytelling and deep peer reflection in small groups, the recurring thread of your life—your purpose—starts to emerge. By the end of Day 1, you will have begun the work of naming the unique gift that only you carry.

## DAY 2

### *Claim*

#### **Your purpose, your values, your whole life.**

Day 2 completes your purpose discovery and then puts it to work. You will refine and claim your purpose with the support of your small group, then map how it has actually been flowing—and where it has been missing—across four domains of your life: professional, self, family and friends, and community. You will also uncover the core values that must be honored for you to lead and live at your best. This is where purpose stops being a concept and becomes a compass.

## DAY 3

### *Lead*

#### **The unknown, your plan, your community.**

Day 3 opens with a transformative session on leading in the unknown, where you learn to use your purpose as the compass that works when every other map is broken. Then you build your Purpose to Impact® Plan: a concrete roadmap from your three-year vision down to what you will do in the next 30 days. The program closes with each participant presenting their purpose and plan to the full group, and receiving the kind of recognition that only comes from people who witnessed your journey.

## **A four-month journey together**

*Then*

The program does not end when you leave Cambridge. Over the following four months, your subgroup meets regularly to share progress, work through challenges, and hold one another accountable. Month 4 closes with a full-group celebration and an invitation to join the global Purpose to Impact® community, a network of leaders worldwide who continue to support one another's growth.

# You leave with *parts of yourself* you set aside.

This is not a program that gives you more information. It shows you how to bring those parts forward into what comes next.

- 
- **Your core purpose, discovered and claimed:** the unique gift that has been running through your most powerful moments, finally named and understood

---

  - **Purpose mapped across your entire life:** clarity about where purpose is thriving and where it has been neglected, across work, self, relationships, and community

---

  - **Your core values identified:** the non-negotiables that must be honored for you to lead and live at your best

---

  - **A new relationship with uncertainty:** the ability to stand in the unknown and lead from purpose when every other map is broken

---

  - **A Purpose to Impact® Plan:** a concrete roadmap from your three-year vision to your next 30 days

---

  - **A curated community of peers:** leaders doing the same deep work, with a four-month structure to keep the momentum alive

---

  - **Early access to a personal AI purpose companion:** trained on your journey, available to help you stay connected to your purpose when the demands of daily life try to pull you back
-

## Your lead *instructors*.



### Nick Craig

FOUNDER, CORE LEADERSHIP INSTITUTE

Nick has spent more than 25 years helping leaders around the world discover and share their purpose. A globally recognized thought leader on purpose-driven leadership and the author of *Leading From Purpose*, he co-authored the HBR article “From Purpose to Impact” with Scott Snook of Harvard Business School, now included in HBR’s “10 Must Reads for Business Students,” and co-authored *Finding Your True North* with Professor Bill George at HBS. His expertise has been sought by organizations ranging from the LEGO Group and Ben & Jerry’s to the United States Military Academy at West Point.



### Lisa DeAngelis, Ph.D.

Lisa has spent over 20 years in divisional and corporate leadership, helping leaders develop the collaborative capacity their organizations need to thrive. Formerly Director of the Center for Collaborative Leadership at the University of Massachusetts Boston for more than a decade, she worked with leaders from State Street Bank, the Federal Reserve Bank of Boston, and the Kraft Group. As a Senior Consultant with Core Leadership Institute, she has facilitated programs at Wharton, West Point, Novo Nordisk, and the LEGO Group. Her scholarship on leadership and transformation, along with her contributions to *Fast Company*, has established her as a leading voice on collaborative leadership.



### Adam Goodman, Ph.D.

For more than three decades, Adam has helped leaders thrive across medicine, management, and engineering as Director of Northwestern University’s Center for Leadership and Clinical Professor at the McCormick School of Engineering. He has advised more than 300 CEOs, executives, and boards globally, with clients ranging from Kaiser Permanente and TIAA to Carnegie Mellon University and the Government of Canada, and his 6 Leadership Questions® framework is used by organizations across sectors worldwide. Adam holds a Ph.D. in leadership from the University of Colorado, where he was named a Presidential Fellow.



### Mark Saine

Mark is a leadership development strategist and executive coach who helps individuals step confidently into the next chapter of their lives with clarity, purpose, and renewed possibility. As Head of Leadership Development at TIAA and Managing Director of Strategic Leadership Solutions at the TIAA Institute for over 26 years, he built enterprise-wide programs and coached senior executives. His Emerging Leaders Network, designed to grow top talent in the human resources profession, became a template for leadership development initiatives across higher education. He is certified by the Hudson Institute of Coaching.

*You will work alongside these instructors and a small group of peers asking the same questions you are, in Cambridge and across the four months that follow.*

# Reserve your *place*.

Cohorts are small and intentionally curated.  
Your foundation for what comes next begins here.

## WHEN

**November 12–14, 2026**

Thursday–Saturday

## WHERE

EF Education First HQ

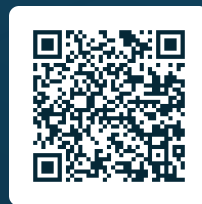
Two Education Circle,  
Cambridge, MA 02141

## INVESTMENT

**\$2,495**

Includes all program materials, lunch each day, four months of cohort follow-up sessions, and the AI purpose companion

## REGISTER



[coreleader.com/events](https://coreleader.com/events)

Scan the code  
or visit us online

[LEARN MORE & REGISTER →](#)

Questions before you register?

[info@coreleader.com](mailto:info@coreleader.com)

