

Professional Development Documentation — SAMPLE

Preview of documentation provided upon successful course completion

SAMPLE — NOT VALID FOR CREDIT

Run to Great Purpose™

On-demand, self-paced leadership development

8

PD HOURS

Course Overview

Run to Great Purpose™ focuses on the first of the Five Actions of the Serving Leader Model. Participants clarify their organization's Great Purpose, develop and communicate a compelling vision, and identify ways to embed purpose throughout the organization and employee lifecycle.

Learning Objectives

- Clarify their organization's Great Purpose by examining its organizational DNA, mission, and reason for existing.
- Develop or refine a compelling Vision Statement that communicates the organization's Great Purpose and awakens a personal and professional reason to care.
- Create a communication plan for Great Purpose that identifies actions, communication channels, and opportunities to connect employees throughout the organization to its vision.
- Develop strategies for embedding Great Purpose throughout the employee lifecycle, including recruiting, onboarding, training, performance management, promotion, succession planning, and employee transitions.

CAE Competency Alignment

Domain 3 — Organizational Strategy

3-A4

Implement an ongoing strategic planning process to advance the organization's vision and mission.

Participants clarify organizational purpose and mission, refine a compelling vision, and develop practical plans for communicating and embedding that purpose throughout the organization.

2-D1

Enhance team effectiveness by fostering new perspectives and growth opportunities.

Participants connect individual work to organizational purpose and develop strategies that help employees understand, engage with, and contribute to the organization's Great Purpose.

Assessment and Application

Participants engage in case studies, reflective journal activities, workbook exercises, practical application tools, and planning activities throughout the course. Learning is assessed through a Summary Quiz and Learning Objectives Quiz that must be successfully completed as part of course completion.

Professional Development for Association Professionals

This course provides practical leadership development for association and nonprofit professionals who want to strengthen how they contribute, work with others, and advance their organization's purpose.

For CAE/Renewal Candidates

This course has also been intentionally aligned with relevant competencies in the CAE Exam Content Outline. Participants receive documentation of course objectives, professional development hours, competency alignment, and completion to support submission for CAE application or renewal.

The course is not pre-approved for CAE credit; final acceptance of professional development hours is determined by the CAE Program.

FORMAT	HOURS	COMPLETION
On-demand / self-paced	8 professional development hours	Certificate of Completion