

MARKETING BRIEF

Event Overview

Event Name: Leadership On Purpose: How to Lead with Impact and Inspiration

Date: 29th January 2025

Time: 11:00 – 12:30 GMT

Format: Interactive, 90-minute online session

Target Audience:

- Mid-level to senior leaders, HR/L&D professionals, and decision-makers across the Middle East (primarily Saudi), India, Europe, and the UK.
- Existing clients, associates, alumni, and prospects in the consideration phase.

Goals:

1. Generate high-quality leads for the Leadership Masterclass.
2. Re-engage and cross-sell to existing clients.
3. Strengthen IG's position as a thought leader in purpose-driven leadership.
4. Drive LinkedIn engagement and grow followers for IG, Iain, and Jake.
5. Increase awareness of IG's expertise in leadership development.

Campaign Elements

1. LinkedIn Lead Generation Ad

- **Goal:** Drive registrations via LinkedIn ads.
- **Content:**
 - **Headline:** *Discover the Power of Purpose-Driven Leadership!*
 - **Copy:** *Join our free, interactive masterclass on January 29th and explore how purpose transforms leaders and organisations. Learn actionable strategies to thrive in today's fast-paced world.*
 - **CTA:** *Register Now for Free*
 - Include relevant hashtags: #LeadershipMasterclass #PurposeDrivenLeadership #BeInspirational.
- **Targeting:**
 - Industries: Professional services, manufacturing, healthcare, retail, finance.
 - Job Titles: HR Directors, L&D Managers, Team Leaders, Directors, CEOs.
 - Regions: Saudi Arabia, India, UK, and Europe.

2. LinkedIn Organic Social Posts

- **Pre-event posts:**
 - **Post 1 (Launch Post):** Announce the event with compelling copy and Simon Sinek's quote.
 - **Post 2 (Value-Teaser):** Share a case study or key insight on purpose-driven leadership with a CTA to register.
 - **Post 3 (Countdown):** One-week reminder post with Iain or Jake's photo and a thought-provoking question.
- **Post-event follow-up:** Share insights from the event, a highlights video, and a CTA to follow IG and the speakers.

3. Email Invitations

- **Segments:**
 - Marketing subscribers
 - Existing clients and associates
 - Alumni database (via regional heads)
- **Content:**
 - Personalised email with engaging subject lines like: *"Unlock the Power of Purpose – Join Our Free Masterclass"*
 - Brief event details, benefits of attending, and CTA to register.
 - Add testimonials or stats about IG's impact.
- **Schedule:**
 - **Email 1 (Initial Invite):** Two weeks before the event.

4. Website Pop-Up

- **Copy:** *Join Our Free Leadership On Purpose Masterclass – Register Now!*
- **Design:** Minimalistic with IG branding, clear CTA button, and event details.

5. Email Signature Banner

- Include a clickable banner with event details:
 - *"Join our Leadership On Purpose Masterclass on 29th Jan. Click here to register!"*

6. Personalised Invitations

- Regional heads to send 1:1 invitations to alumni with tailored messages.
- Include a note about the interactive format and how it aligns with regional leadership needs.

7. Reminder Emails to Registrants

- **Goal:** Ensure strong attendance for the event.

8. Follow-Up Email and Value-Added Content

- Send post-event:
 - Thank participants and share a blog summarizing key takeaways.
 - Include a resource on purpose-driven leadership (e.g., whitepaper).
 - Invite recipients to provide feedback and follow IG, Iain, and Jake.

9. Interactive Presentation

- Incorporate engaging activities like polls and breakout discussions.
- **Closing Slide:**
 - Promote IG's LinkedIn page and the thought leaders, Iain and Jake.
 - Add CTAs: *Follow us for more insights and updates!*

LANDING PAGE COPY

Discover the Power of Purpose

Animals survive by instinct, but humans thrive through purpose—our ability to ask 'why' sets us apart and propels us forward. It does much more than simply provide a reason; it is our fuel, our energy. It is the reason we build, create, and dream; why we question, innovate, and grow. It is the bridge between what we are and what we can become.

Purpose is at the heart of today's most successful organisations.

Inspirational Group invites you to discover why the new purpose-driven leadership is essential for both you and your organisation to thrive in today's fast-paced, chaotic, ever-changing business world.

Focusing on Purpose provides crystal-clear clarity and a perfectly aligned culture. It connects individuals and their actions to organisational values, making decision-making easier and communication more effective. It goes beyond engagement by encouraging personal ownership that leads to innovative, customer-centric solutions.

Bold claims, all of which this session will back up, whilst answering this question: What makes purpose-driven organisations thrive, and how can you emulate their success?

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About the Session

This is not a presentation. Drawing on our expertise in experiential learning and leadership development, this session will explore practical strategies for cultivating purpose-driven cultures. Which means you will leave bursting with ideas and thoroughly inspired to make a difference.

It's an online session that will transport you away from your home or office through interactive discussions, real-world examples, and a hands-on activity. You will learn why and how connecting leaders at all levels with their purpose creates the environment where individuals thrive and organisations excel.

Whether you are a seasoned leader or an emerging one, join us and we will provide you with fresh insights and tools to navigate the challenges of aligning individual and organisational purpose. And that's a promise.

What It Is

A free, interactive 90-minute online masterclass on Purpose-Driven Leadership. We will give you an introduction to the key concepts, how it works, and why it matters. We'll then show you some real-world case studies of organisations who have benefited from it, before leading you through a discussion on what purpose means to you and your organisation.

Why Attend

You will gain actionable insights into:

- Articulating purpose in a way that resonates
 - Embodying purpose in decision-making and communication
 - Aligning values with practical, day-to-day tasks
 - Taking ownership of individual purpose
 - Recognising (and rewarding) purpose-driven behaviours
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Who Should Attend?

Anyone who wants to:

- Create a more dynamic and engaged culture in their organisation
 - Develop a modern effective leadership skillset for themselves and their organisation
 - Find out more about the benefits of Purpose-Driven Leadership
 - Learn more about how and why purpose-driven organisations are successful like Patagonia, Novo Nordisk, Innocent, and John Lewis
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Meet the Experts

Iain [Last Name]

Title, Inspirational Group

Iain brings extensive expertise in leadership development and purpose-driven strategies. With [years] of experience helping organisations thrive, Iain is passionate about aligning individual and organisational purpose to drive impact.

Jake [Last Name]

Title, Inspirational Group

Jake specialises in experiential learning and cultivating purpose-led leadership cultures. His practical, hands-on approach ensures attendees leave with actionable insights and strategies for transformation.

Potential Quotes to Inspire You

"People don't buy what you do; they buy why you do it." — Simon Sinek

"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible." — Howard Schultz, Starbucks

"Far and away the best prize that life offers is the chance to work hard at work worth doing." — Theodore Roosevelt

"Efforts and courage are not enough without purpose and direction."

Invitation Email 1: Initial Invite (to Subscribers and Clients)

Subject Line: Unlock the Power of Purpose-Driven Leadership

Header: Transform Your Leadership. Empower Your Organisation.

Body:

Animals survive by instinct, but humans thrive through purpose—our ability to ask *why* sets us apart and propels us forward.

Purpose isn't just a concept; it's the driving force behind today's most successful organisations. When leaders connect with purpose, it aligns teams, inspires innovation, and drives exceptional results.

Join our **free 90-minute online masterclass** on *Leadership On Purpose: How to Lead with Impact and Inspiration* and discover:

- How to articulate purpose in ways that resonate.
- Practical strategies for embedding purpose into decision-making and communication.
- Case studies from organisations like Patagonia, Novo Nordisk, and John Lewis.

This **interactive session** will equip you with fresh insights and actionable tools to align individual and organisational purpose. Whether you're a seasoned leader or an emerging one, this is your opportunity to take leadership to the next level.

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Reserve Your Spot Now

Spaces are limited, so register today to secure your place!

Warm regards,
[Your Name]
[Your Job Title]
Inspirational Group