



COLLEGE OF BUSINESS
LAMAR UNIVERSITYTM
MBA

MGMT 5313

Team Leadership

Notebook

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Name: _____

LEID: _____

Semester: _____

WEEK 3: Clarify Purpose

VIDEO ASSIGNMENT: *Copa Airlines*

What clear and compelling purpose did the leaders at Copa create?

What was the impact?

What happened when everyone at Copa became clear on the company's compelling purpose?

Copa has standards that employees committed to. Why were employees committed to adhering to the standards and operating procedures?

What did you learn that you can apply immediately?

VIDEO ASSIGNMENT: *Jobs to Be Done*

What is the difference between a “job to be done” and a functional description of your team?

What does it mean to be “hired” to do something?

VIDEO ASSIGNMENT: *Your Money Making Model*

In the video, Ram Charan says that every leader must be able to answer three questions. What are they?

OTHER WEEK 3 ASSIGNMENTS

Watch Simon Sinek in Top Ten Video Link. What question would you ask your work group to help you communicate purpose? How will this change the way you think about your work in the future?

Watch Jeff Bezos. What is the difference between Gifts and Choices. What gifts do you have? What consequences "endings" would signify that you are making the right choices in your life?

For your team, complete a job to be done analyzer (*Refer to page 36 participant manual*)

For your team, complete a strategic link analyzer (*Refer to page 38 participant manual*).

For your team, complete money-making model analyzer (*Refer to page 40 participant manual*).

For your team, create a team purpose statement in the given space below.
(Refer to the supplied template on page 44 in the participant manual)

Give an example of an organization that has clear purpose. Identify the four needs of this organization. 1. Survival (financial health—BODY). 2. Growth and Development (economic growth, customer growth, innovation of products and services, increasing professional and institutional competency—MIND).3. Relationships (strong synergy, strong external networks and partnering, teamwork, trust, caring, valuing differences—HEART). 4. Meaning, integrity and contribution (serving and lifting all stakeholders, customers, suppliers, employees and their families, communities, society, making a difference in the world—SPIRIT). How can your organization model this example?

How does the appropriate team feedback and involvement help others to align with team purpose?