Quarter: Spring 2017

Course Title: How to Find Success: Uncover Your Purpose and Direct Your Life
Course Code: BUS 159
Instructor: Ginny Victory

Course Summary:
Uncover and strengthen who you are at your CORE. Learn authentic leadership strategies for success in life, family and business.

Please see course page for full description and additional details.

Grade Options and Requirements:
• No Grade Requested (NGR)
  o This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
• Credit/No Credit (CR/NC)
  o Students must attend at least 80% of class sessions.
• Letter Grade (A, B, C, D, No Pass)
  o A: Attend 100% of class sessions + participate in class + submit 100% of homework assignments + final written piece with plan.
  o B: Attend at least 80% of class sessions + participate in class + submit 80% of homework assignments
  o C: Attend at least 80% of class sessions + participate in class.
  o D: Attend at least 80% of class sessions.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.
Tentative Weekly Outline:

Week 1:  
Your Victory Begins Within  
Objective: to learn that success in business and life come from authentic leadership: powerhouse of your (spirit/soul) core.

Content:  
- Exercise: goals, expectations  
- Vision to Victory: CORE Connection  
- Authentic leadership: purpose and life/career direction  
- Course Overview  
- Intro to the 7 intelligences: musical, interpersonal, intrapersonal, kinesthetic, auditory/linguistic, math/logic, visual

Homework:  
Exercises to uncover, strengthen your CORE brain lobe (intelligences) order

Week 2:  
7 Intelligences  
Objective: Learn the 7 steps your brain uses to process everything and clarify your brain lobe order.

Content:  
- Participant report-ins: 7 intelligences and your order  
- Clarify definitions of each of the intelligences (brain lobes) + leadership application  
- Group exercise or coaching hot-seat to facilitate learning your processing order  
- Intro to Olympic Torch Why – your driving motivator

Homework:  
Exercises to uncover, strengthen your CORE driving motivators

Week 3:  
Olympic Torch Why  
Objective: Learn your driving motivator – why you do anything and everything.

Content:  
- Participant report-in: homework discoveries and questions  
- External vs. internal motivation + application  
- Coaching and exercises to clarify driving motivator  
- Intro to your Needs – Big Rocks

Homework:  
Exercises to uncover, strengthen your CORE needs

Week 4:  
Needs  
Objective: Getting clear on the foundation of what allows you to perform at your best.

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650
Content:
- The tie to your brain lobe order and driving motivator
- Big rocks and 168 hours in a week.
- Integration of life and business planning + financial planning
- Intro to Values

Homework:
Exercises to uncover, strengthen your CORE values

Week 5:
Values
Objective: Determine, redefine, and prioritize values.

Content:
- Exercise: share your top 3 peak experiences with a partner – they will help you see what was important in that experience
- Notice the patterns and list the top values pulled from your peak experiences
- Compare those to the priorities you wrote in your homework
- Ethics, mores, mindsets and the importance of an authentic plumb line ~ leadership application
- Intro to Strengths

Homework:
Exercises to uncover, strengthen your CORE Strengths

Week 6:
Strengths
Objective: Learn your natural talents and the importance of focusing on strengths versus weaknesses.

Content:
- Individual and group coaching for clarity in discovering strengths
- Focus on strengths versus weakness + application
- The tie to mission
- Intro to Voice

Homework:
Exercises to uncover, strengthen your CORE voice

Week 7:
Voice
Objective: Discover your authentic voice and the power of choosing to use it.

Content:
- Participant report-in on homework
- What voice is and what it isn’t + application

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• Exercise: posture and your voice
• Group Exercise: hearing your own voice
• Intro to Mission and distinctions between vision and purpose

Homework:
Exercises to uncover, strengthen your CORE mission

Week 8:
Mission
Objective: Learn the mission built into your intrinsic wiring and that you do it every day without thinking.

Content:
• Definition of mission and distinctions between mission and vehicles.
• Select 1-3 individuals for spotlight coaching for their mission and group discovery/application
• Mission statements: CORE mission, life, work, etc. + applications
• Intro to Purpose

Homework:
Exercises to uncover, strengthen your CORE purpose.

Week 9:
Purpose
Objective: Learn the intrinsic nature of purpose and its value to you as a person and a professional in the marketplace.

Content:
• Definition of purpose
• Partner exercise
• Group debrief and coaching to deepen the significance of Purpose
• Putting it all together: CORE authenticity + applications

Homework:
Exercise to bring it all together into one cohesive image.
Mini strategic plan: capturing all of who you are at your CORE, class learnings, results in life/business and takeaways, next steps.

Week 10:
I AM Stamp: the insignia, character and powerhouse of you: your core.
Objective: Bring it all together into one cohesive image to use as a reference point, your true north, your ultimate Why, who you are as a person and a leader. Character: authentic leadership.

Content:
• Group exercise: bringing it all together
• Success in life and business
• Character: Authentic leadership, purpose and life/career direction
• Share mini strategic plans in groups and with class
• Class takeaways, report out.