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

Grade Options and Requirements: 
- No Grade Requested (NGR)  
  - 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)  
  - 70% of points available (see below).  
- Letter Grade (A, B, C, D, No Pass)  
  - You will receive 1 point for attendance/participation (10 weeks) and 1 point for submitting homework each of 9 weeks + 5 points for submitting final project on 10th week: your grade will be calculated by accumulating the points available.  
  - A = 90%  
  - B = 80%  
  - C = 70%  
  - D = 60%  
  - No pass

*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.

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:  
- Welcome  
- Vision to Victory  
- CORE Connection  
- Authenticity: purpose, leadership, direction, success  
- Intro to the 7 intelligences: musical, interpersonal, intrapersonal, kinesthetic, auditory/linguistic, math/logic, visual

Please contact the Stanford Continuing Studies office with any questions  
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650-725-2650
Homework:
Exercises to uncover, strengthen your CORE brain lobe (intelligences) order.
OPTIONAL: assessment that requires a $fee

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 first = Success

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. Needs met.

Content:
• The tie to your brain lobe order and driving motivator
• Individual & group exercises to uncover and clarify your own operations manual.
• Intro to Values

Homework:
Exercises to uncover, strengthen your CORE values.
Week 5:
Values
Objective: Determine, redefine, and prioritize values.

Content:
- Front of the room coaching + group exercises to excavate, sift and cull top 10 CORE values.
- Ethics, morays, mindsets and the importance of an authentic plumb line ~ leadership application (IF time)
- Intro to Strengths

Homework:
Exercises to uncover, strengthen your CORE Strengths.
Strengthsfinder 2.0 buy the book or go to the online version at https://www.gallupstrengthscenter.com/store/en-us
These are highly recommended and require a $fee. NOT required. If you've done MBTI that will work. And I can give you other exercises to excavate your strengths if you'd prefer not to use Strengthsfinder and you don't have an MBTI report already.

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: contribution/impact and fulfillment
- 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:
- Group Exercise: Control v. Power 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.
- Front of room coaching; group work.
- CORE Mission statement/first and distinctions on how to apply to family, business, etc.
- Intro to Purpose

Homework:
Catch up and capture all COREs so far to discover I AM Stamp + CORE purpose excavation exercises

Week 9:
Purpose
Objective: Learn the intrinsic nature of purpose and it’s 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 I AM Stamp

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. CORE = character, authenticity and victory.

Content:
- Share final projects/report out. Includes integration of entire program; progress, opportunities, successes, what you see as your vision and plan that’s unfolding for you.