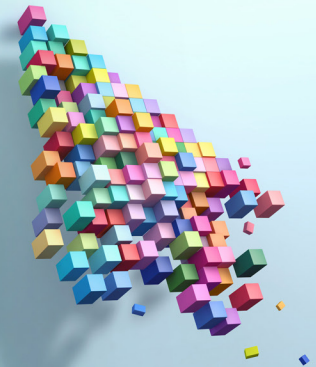




## LEADERSHIP SERIES

## Business Partnering: Uncover & Create Your Team Brand

**COURSE LENGTH**

Three 2-Hour Virtual Sessions or  
One Full-Day In Person

**DESCRIPTION**

This energetic, thought-evoking, and interactive professional development workshop isn't only about gaining knowledge; it's about making application. In this deeper dive into business partnering, we will work to uncover the shared values and establish a brand for your finance team. This exercise will create a cohesive purpose for your finance team that can be used to position you as a trusted partner for other departmental teams across your company. The results are better communication within the team and to your partners, enhanced collaboration, increased productivity, and improved performance.

**LEARNING OBJECTIVES**

- Understand and utilize tools that can aid in discovery of the team's purpose
- Understand the importance of a shared vision in collaboration and productivity
- Learn how to develop a cohesive shared vision with your team
- Develop a plan to communicate out the team's shared values
- Discover how to achieve commitment through alignment of individual and team purpose

**AGENDA****Determine your team's professional identity.**

- Discovering your purpose. Answer the question: Why does our team exist within the organization?
- Develop your vision. Answer the questions:
  - What does it "look like" when our team lives out its purpose?
  - What real value do we provide? What must we accomplish to be successful?
- Clarifying your values. Answer the questions:
  - How does our team express its purpose through day-to-day interactions? How do we uniquely express our core values?

**Create a strategy to communicate your brand.**

- Equip your team with the language and messaging to communicate their value and impact across the organization.

**Generate traction and drive momentum moving forward.**

- Achieve buy-in and commitment through alignment of individual and team purpose.