

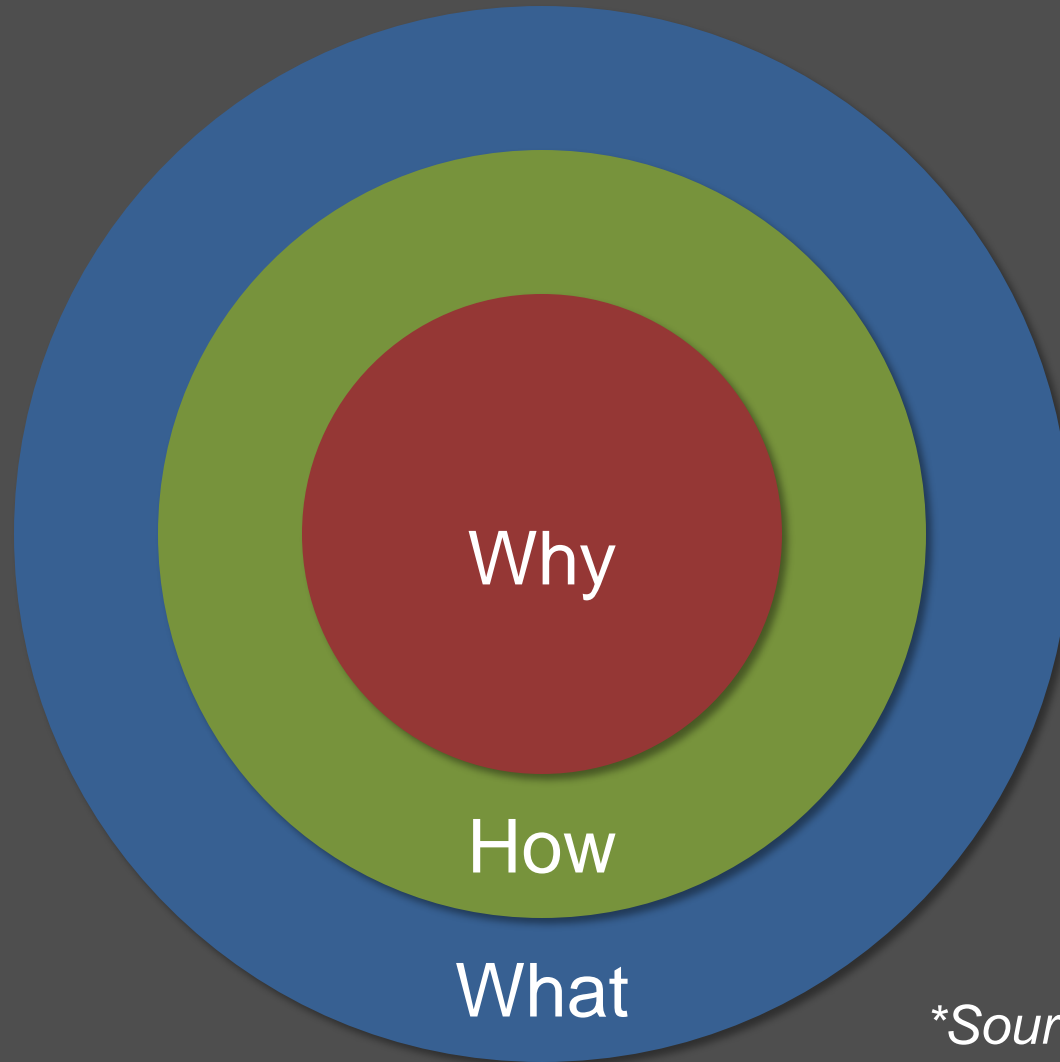


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Leadership,
Passion
and Purpose

July 10, 2013



**Source: Simon Sinek*



Chief Purpose Officer

Leadership, Passion and Purpose

University of California
Berkeley
Haas School of Business

Berkeley-Haas Defining Principles

Question the Status Quo
Confidence Without Attitude
Students Always
Beyond Yourself



Leadership, Passion and Purpose

University of California

Berkeley

Haas School of Business

Levers for Making Real

- Selection
- First experiences
- Rewards and recognition
- Storytelling
- Leader actions



Leadership, Passion and Purpose