

Purpose in Practice: Applying Purpose in Organizations



February 09, 2026



City Campus, IBA Karachi



Program Overview

Today's CEOs and managers face unprecedented challenges, including rapidly changing market conditions, environmental crises, the accelerating influence of artificial intelligence and social media, and an increasingly polarized society. In this uncertain and rapidly evolving environment, organizational purpose (*raison d'être*) serves as a powerful guiding force, connecting internal and external stakeholders to create sustainable value for all.

The strategic importance of purpose has been recognized globally. In 2019, 181 CEOs of leading global companies signed a landmark statement, affirming their commitment towards purpose that matters for all stakeholders.

Strategic Value & Key Benefit

This executive-level training program, grounded in real-world examples and in-depth case studies, aims to help senior leaders articulate and clarify their organizational purpose. It equips participants with practical tools and frameworks to design purpose-driven strategies that support strong financial performance while ensuring long-term sustainability and societal impact.

Course Outline

- Organizational Purpose: Why Do Businesses Exist?
- Case Study: Merck
- Designing Your Organizational Purpose: Key Steps and Strategies
- A Framework for Understanding the Role of Purpose in Achieving Superior Performance
- Understanding and Leveraging Resources and Capabilities to Achieve Purpose
- Leadership Characteristics: Understanding and Developing Purpose-Driven Leadership

Program Learning Outcomes

By the end of this program, participants will be able to:

- Discover and clearly articulate your organization's purpose
- Understand key challenges, common pitfalls, and best practices through real-world examples
- Develop a strategy to institutionalize purpose across your organization
- Build leadership skills and capabilities to translate purpose into actionable strategies
- Purpose is not ethics or responsibility but the heart of organizational performance



Who Should Attend ?

- CEOs, Managing Directors, and Senior Executives
- Business Unit Heads and Functional Leaders
- Strategy, Sustainability, ESG, and Corporate Affairs Leaders
- Senior Managers responsible for organizational transformation and long-term strategy

Trainers' Profile



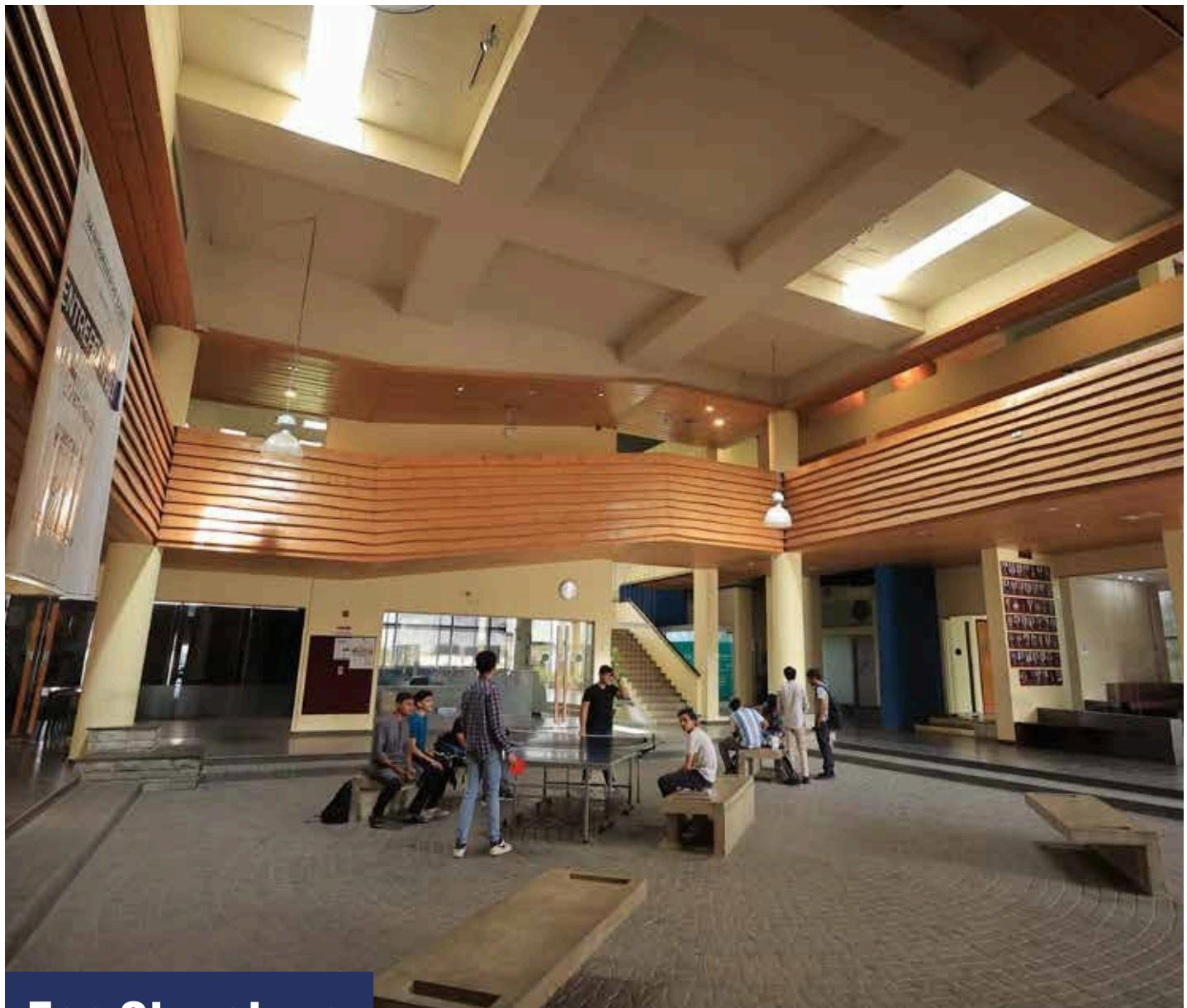
Dr. Prem Menghwar

President of Banco
Alimentare Rome Assistant
Professor, Organization
Studies, LUISS University



Dr. Antonio Dawood

Academic Visitor,
Oxford University
Postdoctoral Fellow,
University of Virginia



Fee Structure

PKR 60,000/- (plus 3% SST)



For Registration

**SCAN
HERE**

Contact Us



cee.iba.edu.pk



ceeinfo@iba.edu.pk



021-38104701 | 1809, 1812



Plot # 68 & 88 Garden Kiyani Shaheed Road,
Karachi, Sindh, Pakistan



@ceeatiba