

Purpose-driven leadership

"Lead with strength, purpose, and high value."



Value drivers

The background of the entire image is a close-up photograph of a light-colored, heavily cracked stone surface. The cracks are dark and irregular, creating a complex, web-like pattern. A semi-transparent purple rectangular box is centered over the image, containing white text. In the bottom right corner, there is a small, stylized white logo consisting of concentric circles and a central cross-like shape.

“

Our Vision

Leadership is turning higher
purpose into higher
performance.

Purpose grounds you.
It connects your strength with
direction,
drive with depth—
turning your core into
innovation and value.

Leading the zeitgeist.
One step at a time.



Checklist: value drivers of Purpose-Driven Leadership

What value may you expect from this journey?

We mainly focus on higher middle management and C-level leadership, although senior junior leaders ready to reflect on deeper growth are also welcome.

C-level


- ☐ I want to develop a high level of strategic thinking—especially unorthodox creativity to lead through the current zeitgeist
- ☐ I want to explore (blue ocean) strategies and see how my organization can move beyond industry norms
- ☐ I want to understand the heart of strategic competitive advantage—not just talk about it, but create and align from it
- ☐ I want to sense and act on emerging trends, threats, and opportunities
- ☐ I want to create high-value products or services that customers actually want and that fit our deeper advantage
- ☐ I feel a growing gap between my role and my evolving view on life and leadership
- ☐ I want space to think beyond pressure—reconnect with what really drives me as a leader
- ☐ I want to lead with clarity, not just confidence—to integrate strategy, meaning, and real impact

Middle management

- ☐ I want to start thinking more strategically—like a C-level leader would
- ☐ I want to spot trends, risks, and opportunities and act on them with clarity
- ☐ I feel I'm operating on willpower—too many tasks, too many meetings, too little focus
- ☐ I want ruthless clarity on my strengths and how to channel them into high-value work
- ☐ I want to stop doing more and start doing what matters
- ☐ I'm questioning whether my role still fits my evolving career or vision
- ☐ I want to step up—not just in position, but in depth, clarity, and contribution

Junior leadership

- ☐ I'm not looking for the basics of team leadership—I've already covered that
- ☐ I want to lead from a centered place, knowing my strengths and creating value
- ☐ I want to build a team that aligns with who I am—not just what the job asks
- ☐ I feel a gap between where I am and where I want to grow next
- ☐ I'm ready to reflect more deeply on who I want to be as a leader
- ☐ I want to build from identity and power—not just function or title



Are you playing
the game or
elevating it?

tom@tomoor.nl
www.tomoor.nl



The deeper powers in leadership development

Leading from Your Core. Creating from Purpose.

The deeper layers of leadership—beyond execution and competencies—are often left untouched. Yet they carry the most weight: identity and purpose.

When leaders connect to their identity, something shifts. They stop fragmenting and lead from their center, from core power. This means tapping into intrinsic motivation, natural strengths, and clarity about where they add the most value. With 73 percent of managers disengaged, this depth of motivation is essential.

When identity aligns with purpose, direction sharpens. Leaders connect who they are to what the world is asking of them. They start thinking in terms of systems, people, markets, and value—not just tasks.

Purpose-driven leadership is not a technique but a developmental shift. It bridges psychology and strategy, energizes teams, strengthens focus, and opens space for collective wisdom.

Sometimes it even accelerates industry change by aligning the purpose of the organization, its leaders, and its people.

The Pain We Address

- Organizations struggle to align C-level strategy with leadership.
- Without purpose, leaders lose engagement, vitality, and strategic clarity.
- Strategic thinking is often missing. Leaders beyond C-level lack the ability to think and act strategically.
- C-level gets pulled into lower-value decisions.
- There is unnecessary talent drain and underdevelopment of leadership.

What the Data Shows

- 79% global disengagement (87% in Europe) (Gallup 2025)
- 73% of leaders and managers disengaged (Gallup 2025)
- 80% not purpose-driven (HBR)
- 90% never trained in strategic thinking
- Aligning leadership and strategy increases value by 45% (HBR)

The Gain We Create

- Stronger engagement and the ability to create high value.
- Purpose as a deep source of power that speeds up development and unites teams.
- Leaders who shift and grow systems.
- Beyond vague purpose: merging value with what is right — like Patagonia.

"The future belongs to those who merge what is right with what is valuable."



About Tom Oor

I'm Tom. Creator, architect, and facilitator of leadership programs.

Born in Amsterdam, shaped by work across Europe, the Americas, Africa, and the Middle East. I build bridges—not only between cultures and industries, but between psychology and strategy, purpose and direction.

I design learning journeys that connect leaders to what drives them. I created Working with Purpose for ABN Amro, Google, Scotch & Soda, and PwC. More recently, I've supported (international) leadership development at Booking.com and ASML.

Earlier in my path, I lectured in international business and became one of the youngest Enneagram trainers in the Netherlands. That blend of business insight and inner work still anchors my approach.



tom@tomoor.nl
www.tomoor.nl

