

Executive Purpose Quest (EPQ)

A Transformational Experience for Leaders in Transition

Why Purpose Matters for Leadership

Are you standing at a critical crossroads in your career? Preparing for a new role that stretches your leadership identity? Facing dilemmas that ask you to reflect on what truly matters?

In today's world of disruption and uncertainty — from climate crisis to economic shifts, technological acceleration to rising inequality — leadership is no longer just about performance. It's about **meaning, impact, and authenticity**. This is where **purpose** comes in.

The Compass for Transformational Leadership

Purpose is not a luxury. It is the fuel of resilient, high-impact leadership. Leaders with purpose lead with clarity and courage. They inspire trust, make difficult decisions with conviction, and remain anchored in times of change.

At a personal level, purpose brings coherence — a deep alignment between who you are and what you do. This prevents burnout, fosters energy, and creates lasting influence. Purpose is not fixed — it evolves with you. That's why leaders need moments of stillness, reflection, and renewal.

*"The true act of discovery lies not in finding new lands, but in seeing with new eyes."
— Marcel Proust*

The Inner Narrative

Many life choices change outer circumstances but leave us unfulfilled inside. Real transformation begins within — by reconnecting to your **inner narrative**, the story that defines who you are and what you value.

This narrative often stems from unconscious conditioning or outdated beliefs. Through the EPQ, you'll uncover a deeper, truer self — and a purpose-driven path forward.

Especially in moments of **transition** — from expert to executive, or from CFO to CEO — your inner narrative must evolve. Purpose helps rewrite the story and step into expanded leadership with authenticity, vision, and compassion.

At its highest level, leadership is a force for the collective good. The EPQ invites you to connect personal purpose with **societal well-being**. We are not separate individuals — we are part of an interconnected system.

“There is no passion to be found playing small – in settling for a life that is less than the one you are capable of living.”
— Nelson Mandela

What is the Executive Purpose Quest (EPQ)?

With a view of awakening the full potential of leaders in business, we have developed the Executive Purpose Quest from a synthesis of key insights from time-tested wisdom traditions and the modern science of mind and life. Having worked with hundreds of executives in transformational leadership for over two decades, we have developed an immersive and time-efficient format that enables deep learning in a short period.



What will you gain from the EPQ?

On the Executive Purpose Quest, you will ignite the deeper motivations that fuel your leadership and craft a clear, purpose-driven vision. You'll learn to align your unique value with the right environments, inspire others around a shared vision, and set bold goals that create lasting impact, for yourself, your team and organization.

At the same time, you'll strengthen your inner foundation—building body-mind awareness, releasing outdated patterns, cultivating mindful presence, and sustaining the resilience to lead with clarity, authenticity, and courage.

Human beings suffer from the optical delusion of separateness. In reality, we are deeply interconnected to all of life.

Albert Einstein

METHODS & PROGRAM COMPONENTS

The EPQ is offered through a holistic and custom-made blend of:

- 3-day experience in a quiet place of natural beauty
- Dialogue and coaching
- Bodywork and somatic awareness
- Deep immersion in nature
- Creative expression

Program elements are:

- Intake interview (define personal learning goals)
- 360° Leadership Assessment
- The TVL Framework for purpose-based leadership (the Book: *Triple Value Leadership*)
- Personal insight report
- Reflective out-take conversation
- Optional: follow-up coaching sessions

For Who is the EPQ?

Leaders in transition:

- Considering an important career shift
- Expanding leadership 'identity, necessary for stepping into bigger leadership roles (e.g. CFO, CEO)
- Seeking to grow in leadership presence and confidence
- Re-evaluating the 'why' behind their work
- Facing complex challenges needing reflection and renewal
- Aiming for meaningful, sustainable impact in a world that's rapidly changing

What makes the EPQ Unique?

- **Efficient & Deep** – 3 days, lifetime impact
- **Custom-made** – tailored to specific needs of the client
- **Dual Approach** – Integrates inner (personal) and outer leadership for systemic impact
- **Whole-Being Focus** – Mind, body, heart, and environment
- **Backed by leadership model** – Grounded in the *Triple Value Leadership* framework
- **Real Results** – Trusted by top executives worldwide





"The Purpose Quest helped me tremendously at a critical point in my career. Reconnecting with my authentic self gave me the passion, purpose, and courage to grow into my new role."

— Alan Jope, CEO, Unilever



"The EPQ helped me see where I was stuck and where I had lost alignment with my deeper aspirations. It gave me the clarity and courage to change direction."

— Laurence Debroux, CFO, Heineken



"A transformative opening. I emerged with a stronger foundation, a renewed connection to nature, and clarity about my energy sources. It's exactly what I needed."

— Kirsti Kimball, CEO, Clean Energy Communities Fund



"The Purpose Quest, which I learned from Sander Tideman, is immensely effective. It unlocks energy and deeper purpose — I've applied it with many senior leaders."

— Ricardo Sunderland, Egon Zehnder

We offered purpose quests for executives of leading international companies, including:



Your guides



Sander Tideman, founding CEO of Triple Value Leadership and senior executive coach. Following a distinguished career in international law and finance—interwoven with contemplative retreats and academic research—he has guided hundreds of leaders through transformative Leadership Journeys and Executive Purpose Quests. His highly acclaimed book *Triple Value Leadership* is as “an impressively practical framework for integrating systems thinking with breakthrough leadership development for inner growth and outer impact.”



Myra Pieters-Engelkes is licensed psychotherapist in private practice for three decades. Myra has developed a unique style of coaching and therapy based in traditional psychoanalytic schools and supplemented by Buddhist studies and deep nature experiences such as Vision Quests. In her work with clients, she loves to really meet people where they are, and to be present in such a way that the other feels maximally invited to show their true being and transformational potential.



Bineke Heringa is a highly experienced haptotherapist and EFT practitioner with a background in physiotherapy, as well extensive training in yoga, mindfulness and polyvagal theory. Her work centers on integrating body awareness and energy-based techniques to support healing, well-being and personal growth. She supports clients with a wide range of issues, including stress, burnout, trauma, addiction, phobias, relationships, performance and flow.

*If we stop being blinded by the illusion of control, we can see
that the future cannot be predicted but it can be envisioned and
brought lovingly into being.*

— *Donella Meadows*

More information www.triplevalueleadership.com