



# Rich Lyons

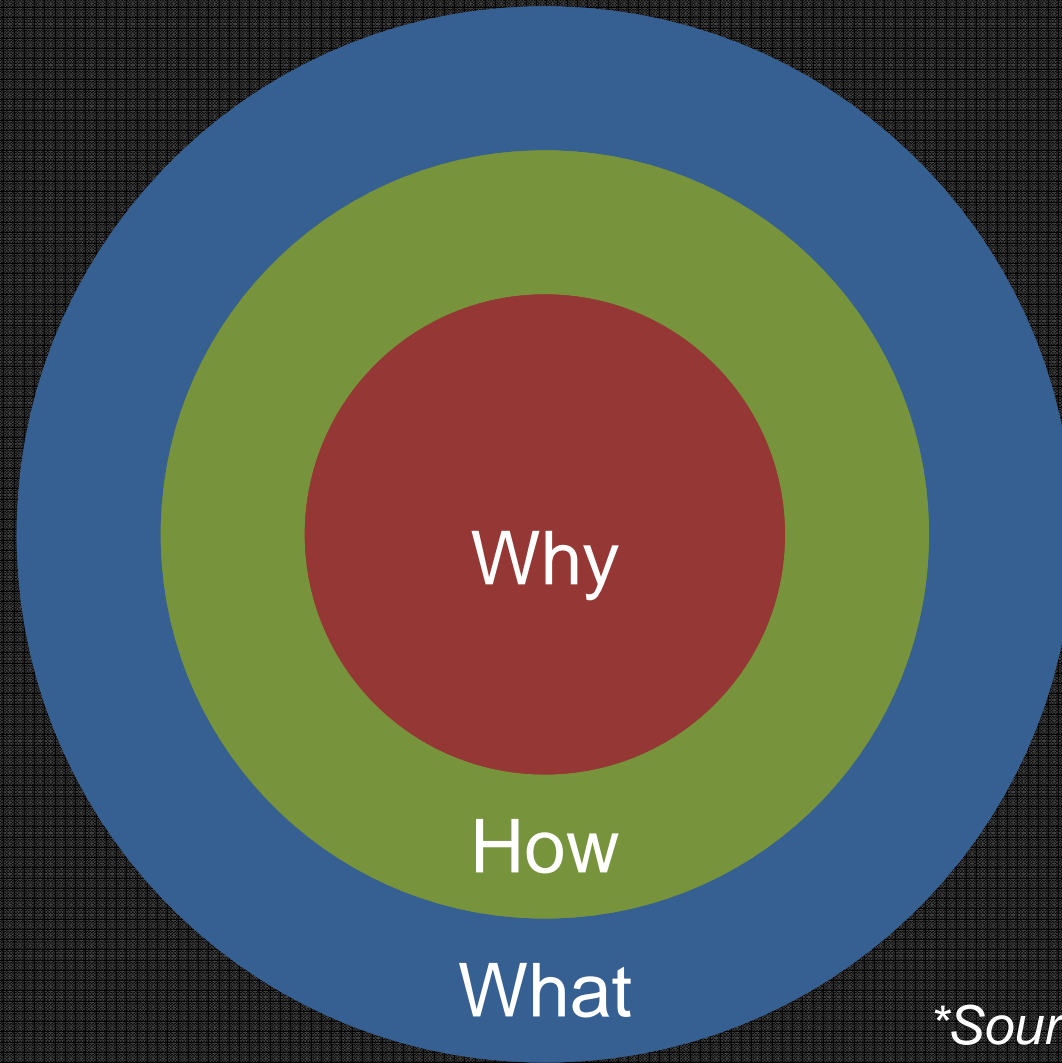
Dean

Haas School of Business  
University of California, Berkeley

Leadership,  
Passion  
and Purpose

Agosto, 2013

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*\*Source: Simon Sinek*

Leadership, Passion and Purpose

# Chief Purpose Officer

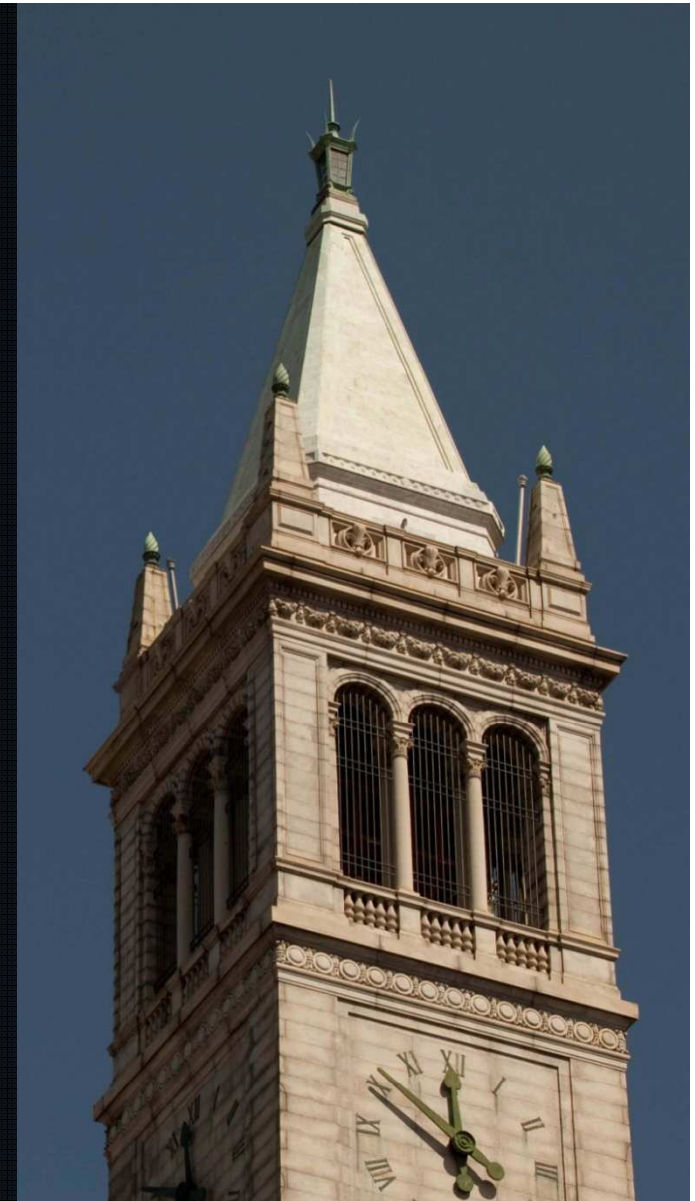


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# Berkeley-Haas Defining Principles

Question the Status Quo  
Confidence Without Attitude  
Students Always  
Beyond Yourself

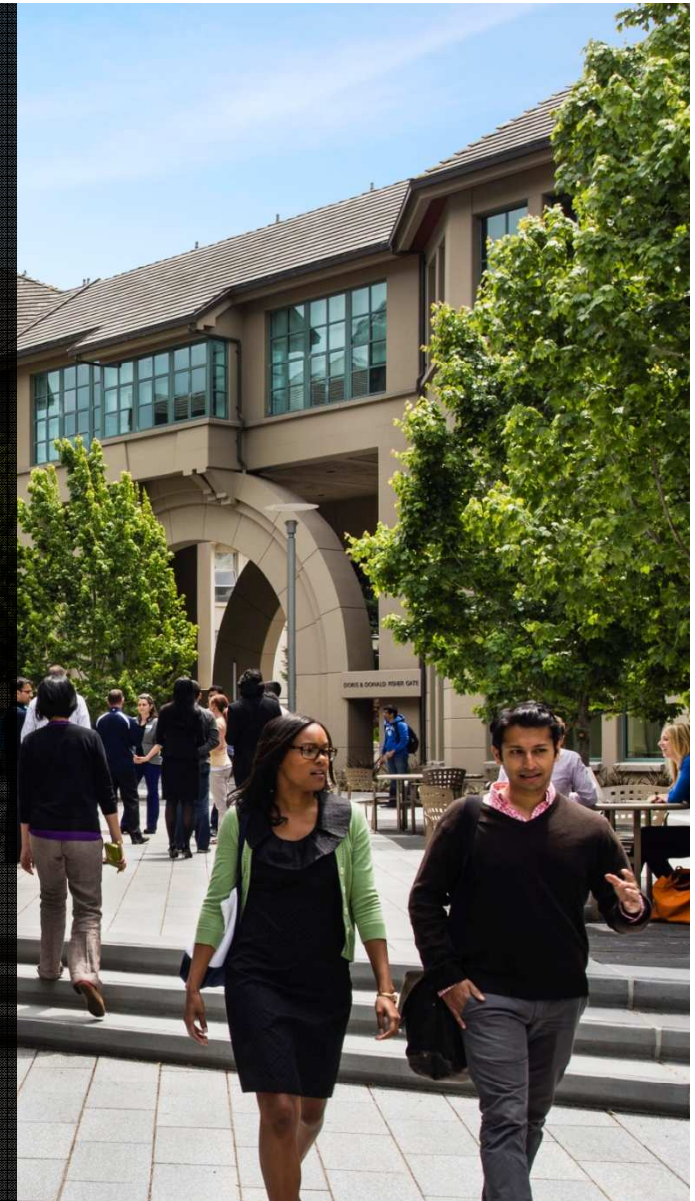


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# Levers for Making Real

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



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