



## FOR IMMEDIATE RELEASE

**Living & Leading with Purpose offers lessons on achieving one's highest potential**  
*Half-day conference highlights research, featured authors Chris Farrell, Doug Lennick and Richard Leider, speaker, Justice Alan C. Page, and leading experts*

(MINNEAPOLIS November 7, 2019) – More than 300 people were held rapt with attention by a stellar lineup of speakers and panelists at today's [Living & Leading with Purpose](#) conference. Twin Cities-based and nationally recognized [think2perform RESEARCH INSTITUTE \(t2pri\)](#), in collaboration with the [Edina Chamber of Commerce](#), teamed up to sponsor its inaugural halfday conference held at The Westin Edina Galleria.

Edina Mayor Jim Hovland kicked-off the day; he was followed by t2pri RESEARCH INSTITUTE founder and [Moral Intelligence 2.0](#) author Doug Lennick, who set the stage for the morning with the session "Living in Alignment with Purpose." Lennick established the tone for the day by outlining how one's purpose helps others achieve their highest potential.

The morning continued with noted executive coach Richard Leider, author of [The Power of Purpose](#). Leider challenged the audience to understand their gifts, to realize it's about more than them and his final point – to show up.

The focus then shifted to health and wellness with t2p President and Chief Operating Officer and RESEARCH INSTITUTE board chair Kris Peterson interviewing Senior Vice President Ruth Tongen. Peterson shared personal insights with the audience of her journey to realizing her purpose and the important tie-in of stress and health. Tongen addressed the importance of employers weaving purpose into the interview process and workplace culture.

Luncheon keynote Chris Farrell, author of [Purpose and a Paycheck](#) and host of NPR's Marketplace Money, highlighted Second-Life Entrepreneurship and provided a demographic snapshot of workforce trends.

The afternoon took a more personal turn with a panel discussion moderated by former General Mills executive Kim Nelson. The panel, comprised of retired Associate Minnesota Supreme Court Justice, Alan C. Page, St. Catherine University President, Becky Roloff, and Baird Vice Chair and author of [Stewardship](#), John G. Taft.

Panelists shared first-hand accounts of experiencing transition, responded to audience questions about understanding and achieving one's purpose. The day's theme of purpose and giving back to the community resonated with participants.

Although a first-time initiative for t2pri, organization leaders say the Twin Cities is a region where there is immense curiosity and deep interest in the subject.

“We recognize there are a number of people searching for meaning in their lives.-This conference was an opportunity to delve into the topic and hear from those who have gained an understanding of living and leading with purpose,” says think2perform RESEARCH INSTITUTE Co-Founder, author and conference speaker Doug Lennick. He continues, “We’ve invited some of the best in the field along with recognized leaders to share their stories. Research shows that regardless of your demographic a Millennial, a retiree, or Generation X, having self-awareness and a sense of purpose helps one find happiness and longevity, as well as be a better leader and contributor to society.”

To see conference presentations and photos go to: [www.t2pri.org](http://www.t2pri.org) and [www.edinachamber.com](http://www.edinachamber.com). To register for the “Repacking for Purpose in 2020” sessions visit [www.t2pri.org/event](http://www.t2pri.org/event).



Kate Berman welcomes audience



Lori Syverson



Doug Lennick



Chris Farrell



Leading with Purpose Panel

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**About think2perform RESEARCH INSTITUTE**

think2perform RESEARCH INSTITUTE (t2pri) advances moral, purposeful and emotionally intelligent leadership to inspire and engage current and emerging leaders. t2pri’s guiding principles include valuing and developing ALL people. The RESEARCH INSTITUTE believes that when people are treated well, they perform more productively and experience greater satisfaction. It conducts research, provides open access to findings, and provides practical applications of those findings. Learn more at [t2pri.org](http://t2pri.org).

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