



MONARCH MANAGEMENT INSTITUTE

Open Course Network · Micro-Course 06

COURSE PROSPECTUS

Leading with Vision and Purpose

A one-week, applied micro-course in transformational leadership — the four behaviors that raise a team's performance beyond the transactional baseline, taught with the honest evidence and worked on a team of your own.

1 wk

One weekly module

6

Sections

70%

To pass · unlimited attempts

Monarch Management Institute

UGSM-Monarch Business School Switzerland · umonarch.ch/MMI

Online Management Education for Working Professionals

At a glance

Duration	1 week — one weekly module of six sections
Study time	≈ 6 directed hours
Level	Introductory; no prior study of leadership theory required
Assessment	1 auto-graded scenario assessment · 70% to pass · unlimited attempts
Award	MMI Certificate of Knowledge
Format	Fully online, self-paced

What you will gain

By the end of this course you will be able to apply the four transformational behaviors to a team and a specific goal of your own, and build a leadership development plan that strengthens performance beyond the transactional baseline.

And what it counts toward

You earn the Monarch-endorsed Certificate of Knowledge and 1 MMI-Credit. MMI-Credits carry toward MMI program progression (PD-001).

What this course is

Leading with Vision and Purpose is a fully online, self-paced micro-course in transformational leadership. Most management runs on a transaction — targets, rewards and correction — which secures the performance the deal asks for and no more. This course teaches the step beyond that baseline: the four behaviors through which leaders raise a team's performance, applied on top of a working transactional base rather than instead of it.

You choose one real team and one specific performance goal in the opening section and carry them through all six, so the course produces a usable plan for a team you actually lead — not a certificate of attendance.

The four behaviors you will learn to apply

- **Idealized influence** — a compelling vision you back with personal example
- **Inspirational motivation** — meaning and high, resourced expectations
- **Intellectual stimulation** — challenging how the work is done, safely
- **Individualized consideration** — developing each person, fairly

Who this course is for

- Newly promoted leaders inheriting a competent but flat, transactional team
- Experienced managers of teams that hit their numbers but show little initiative
- Team leads, coaches and L&D professionals who develop other leaders
- BBA, MBA or DBA candidates seeking a practical, evidence-anchored foundation in leadership

What you will accomplish

- Distinguish transactional from transformational leadership on the full range of behavior
- Articulate a vision and back it with example, so a team identifies with a shared purpose
- Motivate through meaning and resourced high expectations
- Stimulate better performance by challenging assumptions on the safety the behavior needs
- Develop each person through individual consideration, kept fair rather than favoritism
- Build a transformational leadership plan for a real team and goal, with an objective measure of performance

Your week, section by section

Section	Title
1	From Transactional to Transformational Leadership
2	Idealized Influence — Vision and the Leader as Role Model
3	Inspirational Motivation — Meaning and High Expectations
4	Intellectual Stimulation — Challenging How the Work Is Done
5	Individualized Consideration — Developing Each Person
6	Synthesis — Leading the Whole Range to Raise Performance

Each section follows the same four steps — Explain, Show, Do, Feedback — worked through a running case (Elena Marsh's turnaround of a claims division at Northwind Insurance) and then on your own team.

Assessment and certificate

One auto-graded 15-item scenario assessment at the end of the module. Each item presents an unfamiliar situation and supplies the facts, so it tests judgment rather than recall. A score of **70%** passes, with unlimited untimed attempts, and a full explanation is shown for every item. On passing you earn the **MMI Certificate of Knowledge**.

Taught with its evidence

Transformational leadership is one of the most studied ideas in management. This course teaches what the meta-analyses actually found — where the support is strong and where it is contested — and the serious critiques alongside them, so you learn to use the model as a supported repertoire rather than a formula that guarantees a result.

Pick your team, pick a goal, and lead with vision and purpose.

