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PURPOSE COHERENCE ARC™

BUSINESS LEADERSHIP

PART 3 PURPOSE WORKBOOK

User Book by :

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HELLO I AM AUDREE GRUBESIC

I'm a leader in modular and offsite construction, known for connecting innovation, execution, and human-centered leadership across the built environment. I bring over two decades of experience in real estate development, strategic growth, and industry collaboration to advance scalable construction solutions and meaningful community impact.

OUR VISION

To transform how leaders think, decide, and lead—by aligning internal clarity with external performance.

Aligning Body, Strategy, and Leadership

OUR MISSION

The Coherence Arc™ exists to redefine leadership in high-performance industries by integrating presence, strategy, and human connection. It creates leaders who are not driven by pressure or reactivity, but by clarity, alignment, and intentional action—resulting in stronger teams, better decisions, and more sustainable outcomes.



5 PILLARS



The Coherence Arc™

A five-part executive development experience designed to align body, strategy, and leadership—equipping leaders to operate with clarity, resilience, and intentional decision-making.

1. AWARENESS

- Develop the ability to pause, observe, and recognize internal and external triggers
- Strengthen self-awareness to reduce reactivity and improve clarity under pressure
- Build awareness of thought patterns, emotional responses, and leadership habits

2. IDENTITY

- Clarify personal leadership values, beliefs, and decision-making patterns
- Align leadership voice with authenticity rather than external expectations
- Strengthen confidence in how you show up, communicate, and lead

3. PURPOSE

- Define clear direction and align goals with meaningful outcomes
- Improve decision-making by filtering distractions and competing priorities
- Connect daily actions to long-term vision and impact

4. CONNECTION

- Build trust through intentional communication and active listening
- Strengthen relationships by understanding team dynamics and perspectives
- Create environments that support collaboration, transparency, and alignment

5. INTEGRATION

- Translate insight into consistent, aligned action in real-world leadership scenarios
- Balance execution with presence to sustain performance over time
- Reinforce new leadership behaviors through intentional, repeatable practices

PURPOSE

Why This Works

LEADERS CRAVE MEANING:

- People can sustain difficult work when it is connected to something meaningful.
- Purpose aligns actions with values and reconnects leaders to
- why they started in the first place.
- Without purpose, success often feels empty.
- With purpose, challenges become part of a larger mission.

WHAT AM I BUILDING FROM?

- Purpose is not a destination.
- Purpose is the organizing principle behind everything you create.
- When purpose is clear, strategy becomes obvious.
- When purpose is unclear, even success can feel empty.

REFLECTION EXERCISE

Internal Operating Systems:

Every person has an invisible operating system.

This system drives every decision.



Beliefs



Habits



Values



Emotional patterns



Stories



Experiences

What parts of your life feel connected to your purpose ?

What parts feel disconnected?

What beliefs are running your life?

Which beliefs are preventing it?





PURPOSE AS STRATEGIC ADVANTAGE

Most leaders think purpose is emotional.

Purpose provides:



Direction
during certainty



Stability
during change



Meaning
during struggle



Focus
during distraction

*Without purpose: People chase opportunities.
With purpose: People create intentional outcomes.*

Purpose is not what you do.

Purpose is why you do it.

Titles change.

Roles change.

Businesses change.

Purpose remains.



CULTURAL ARCHITECTURE

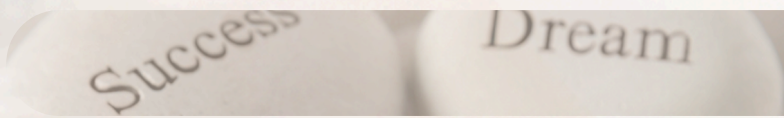
IS THE CULTURE INTENTIONAL? WHAT WE REPEATEDLY
TOLERATE BECOMES CULTURE. WHAT WE REPEATEDLY
CELEBRATE BECOMES CULTURE.

CULTURE IS THE ACCUMULATION OF:

- BEHAVIORS
- BELIEFS
- CONVERSATIONS
- EXPECTATIONS
- VALUES

WHAT CULTURE ARE YOU
CREATING IN YOUR LIFE?

WHAT CULTURE ARE YOU
CREATING AROUND YOU?



HEALTHY TEAMS ALLOW:

DIFFERENT PERSPECTIVES
DIFFERENT STRENGTHS
DIFFERENT APPROACHES
WHILE REMAINING CONNECTED TO A COMMON VISION

LEADERSHIP INSIGHT

THE GOAL IS NOT CONTROL.
THE GOAL IS ALIGNMENT.
ALIGNMENT CREATES MOMENTUM.

**EVERY PERSON CREATES A CULTURE.
EVERY FAMILY CREATES A CULTURE.
EVERY ORGANIZATION CREATES A CULTURE.**

PERSONAL BLUEPRINT

WHAT IS MY CONTRIBUTION?



MY PURPOSE

What matters most to me?



MY VALUES

What principles guide my decisions?



MY STRENGTHS

What am I naturally gifted at?



MY VISION

What am I here to create?



MY LEGACY

How do I want people to experience me?



MY COMMITMENTS

What must change for me to live more aligned?



ORGANIZATIONAL FRICTION MAPPING

Thoughts | Reflections

Where is energy flowing?

Where is energy stuck?

What conversations are being avoided?



REFLECTION

ORGANIZATIONAL FRICTION MAPPING

Thoughts | Reflections

What values are not being honored?

What needs attention?

What needs release?



REFLECTION

THE COHERENCE ARC COMMITMENT™

WHEN PURPOSE BECOMES CLEAR:

- DECISIONS BECOME EASIER.
- RELATIONSHIPS BECOME DEEPER.
- LEADERSHIP BECOMES MORE AUTHENTIC.
- STRATEGY BECOMES ALIGNED.



**And from that place,
what you build in the world becomes
a reflection of who you truly are.**



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A person stands on a large rock in a calm lake at sunset. Their arms are outstretched to the sides, and their reflection is visible in the water. The sky is a mix of blue and orange, with mountains in the background.

Thank you

Thank you for your willingness to pause.

Thank you for your courage to reflect.

Thank you for choosing growth.

Thank you for showing up for yourself and for one another.

May you leave with greater awareness, deeper connection,
stronger purpose, and the courage to lead with both heart and
conviction.

THE COHERENCE ARC™

AWARENESS → IDENTITY → PURPOSE → CONNECTION → INTEGRATION

SEE YOURSELF → KNOW YOURSELF → ALIGN YOUR WORK → CONNECT DEEPLY

→ LIVE IT DAILY

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