

Virtual

Good Leadership Breakfast Series

# 3-Minute Coffee Break

Highlights from the Good Leadership Breakfast

Number 5, December, 2020



Paul Batz and Brian Cornell discuss knowing the importance of your company's purpose, and how to align teams of teams around a common goal.

## Cornell's take on leading with a purpose

Brian Cornell, Chairman & CEO of Target Corporation sat down with Paul Batz to discuss the challenges of leading through a pandemic, managing teams of teams, and rallying employees around a corporate purpose. Cornell states that from a young age he had ambitions of becoming a teacher, and that drive to help others is still what motivates him today. The ability to impact others is what has guided him to focus Target around the corporate purpose of "how can we help all of the families we serve find a bit of joy in everyday life".

Cornell notes that throughout the pandemic, this purpose has been the driving force behind him and his team, and they wake up each day with a clear set of priorities based on this purpose to better the lives of those in the communities they serve. He states that knowing this purpose is what creates alignment throughout the many teams of teams within the Target Corporation.

Beyond the alignment of all of Target's teams around their purpose, Cornell also speaks about the importance of cross-functional teams. "It's hard to accomplish anything in just one functional silo" and that it takes all teams working together to navigate the changing landscape that Target operates in each and every day. The leadership of Target has many teams around the metaphorical round table, and it's important to find enterprise solutions that start with "what's right for our team" and "what's right for the guests we serve". It's that team first, and client first mentality that sets the Target Corporation apart from the competition.

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## Three Takeaways for Better Results from Brian Cornell

1. **Know your purpose** - make sure that your team is aligned around the purpose of your company, and knows the role they play in accomplishing that purpose.
2. **Clear sets of priorities** – When your teams are aligned around the company's purpose, it gives them clear sets of priorities of what they need to accomplish to help the company meet those goals.
3. **Communication between teams** - in today's world, it's apparent that nothing can be accomplished in a silo - all teams of your organization need to be able to work and communicate with each other to adapt to rapidly changing business landscapes.

## Polling the Audience

### QUESTION 1

How has your coaching time shifted since the pandemic?

- Most coaching is with the team - 23%
- An equal mix: coaching team and individuals - 40%
- Mostly coaching individuals - 37%

### QUESTION 2

Does your direct supervisor lead with encouragement in ways that spread positivity?

- Yes - 93%
- No - 7%

### QUESTION 3

Does your team culture embrace healthy tension as a strategy to create great results?

- Yes - 70%
- No - 30%



## Bucket of Goodwill Update

The Bucket of Goodwill donation is raised throughout the Breakfast. The amount collected is matched by Handy Paint Pail and donated to that month's charity.

DONATION:  
\$2,500 to Feeding America



## Missed the Breakfast? We have you covered.

To watch the recording of this month's breakfast, visit:  
[goodleadership.com/breakfast/past-speakers/](http://goodleadership.com/breakfast/past-speakers/)

## Coming in 2021

The Good Leadership Breakfast Series will be back next year with three breakfasts spring 2021 and three breakfast fall of 2021.

Stay tuned for more information...



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