



Serving as a resource to advance healthcare quality within Arizona.



## ***AzAHQ Presents:***

# **Lead with Purpose: Discover Your Why and Activate Your Strengths**

Thursday, Oct 23<sup>rd</sup>, 2025  
12:00 pm to 1:00 pm Az/Phoenix/MST

**Register by Oct 22<sup>nd</sup>**

**Description:** In a world where complexity and change are constant, the most effective leaders aren't those with all the answers. They are the ones who know who they are and lead from that place of clarity. This dynamic and reflective session is designed to help you uncover your personal leadership "why" and align it with your natural strengths. Rooted in Simon Sinek's Start With Why and Gallup's Strengths Finder, this session invites you to look inward in order to lead outward, more purposefully, confidently, and effectively.



**SPEAKER:** John Matthews, MBA | Professor, Graduate Leadership Programs | University of Wyoming

John Matthews is a distinguished entrepreneur, executive leader, and educator with over two decades of experience building successful businesses across diverse industries. His career has included the development of global start-ups and the strategic leadership of high-growth enterprises, with a proven track record in driving profitability, market expansion, and operational excellence.

**FREE for active members of participating  
HQ Collective associations**

(AzAHQ, FAHQ, MAHQ, NCAHQ, NEAHQ, OAHQ, OrAHQ, TGCAHQ, & UAHQ)

**\$35 for Non-members**

[Register Here](#) or  
go to <https://www.azahq.org> and click on the  
"Details & Registration" link under the event title



**CE:** NAHQ approval requested for 0.7 hour of CPHQ CE credit

## **Walk away with:**

1. A clear understanding of your personal leadership "why"
2. Insight into your top strengths and how to use them intentionally
3. Tools to lead with authenticity in any environment
4. Permission to lead your way, not someone else's version of success