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The Five P's Framework

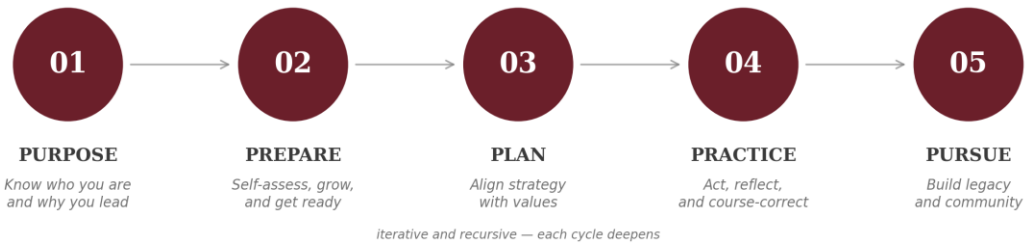
The model underneath the work

ORIENTATION

The Five P's is Launch's methodological backbone — the framework that has been guiding client engagements for years without being sold as a named offering. This supplementary piece describes the model itself: what the five Ps are, why these five, and how they work together.

THE MODEL

Five movements, one arc



The Five P's is a transformation arc for leaders — a sequence that moves from interior work outward into the world. It begins with knowing who you are (***Purpose***), continues with preparing yourself for what the work will ask of you (***Prepare***), then aligns strategy with values (***Plan***), moves into the daily discipline of leading (***Practice)***, and finally builds something beyond yourself (***Pursue***). The arc is iterative: leaders cycle through it again at deeper levels as they grow into new seasons of leadership.

WHY THESE FIVE

The underlying logic

Most leadership frameworks emphasize external behaviors — communication styles, decision-making processes, and management techniques. The Five P's is built on a different premise: that leadership grows from the inside out, and that the most consequential leadership questions are interior before they are external.

Purpose and Prepare do the interior work that other frameworks skip — who am I, what shaped me, what am I called to do, what do I need to grow before I can lead from a grounded place. **Plan** translates that interior clarity into strategic direction. **Practice** is the daily discipline that makes the framework livable rather than aspirational. **Pursue** extends leadership beyond the individual into legacy and community.

The model resists being reduced to skills or competencies. It is structured around questions a leader returns to throughout a career, not a checklist completed once.

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WHERE IT LIVES IN THE WORK

How the framework shows up in client engagements

The Five P's have been embedded in Launch engagements across the decade — informing curriculum design, facilitation arcs, and coaching structures. It shapes how meetings are sequenced, how leadership cohorts are built, and how culture work is staged across an engagement. Even when clients are not aware they are receiving "the Five P's," the model is doing the architectural work underneath.

WHAT'S DISTINCTIVE

Why this framework, and not another

Identity before action. Most leadership development teaches what to do. The Five P's teaches who to be first — the conviction that leaders who know themselves lead better than leaders who only know techniques.

Iterative, not linear. The framework is designed to be returned to. A leader does Purpose work in their twenties, again in their forties, again at retirement. The questions deepen; they do not get solved.

Built for the leader, not just the role. The Five P's travels with a person across positions, organizations, and seasons. Story, values, and experience are foundational — they do not stay home when the job title changes.