

# The Purpose Revolution: Winning the Emerging Customer, Employee & Investor

**NOV. 15, 2017**  
**8:30 A.M.–4:30 P.M.**

The new economy is going to be driven by an emerging group of people all over the world who want their employment, investing and buying to shape a better world while meeting their self oriented needs. This class shows how a new driver of choice is happening worldwide whereby consumers, employees and investors are using purpose and community as a major driver of their commitments. This new driver is present worldwide and cuts across almost all demographic barriers including age, developing world, politics, religious affiliation and income level. Those companies who understand and respond to this aspirational person will create game changing competitive advantage. Rather than thinking of this person as a consumer, employee or investor, we need to begin to realize this is the same person and we need to attract them on all three fronts at once.

## **This program will help leaders:**

- Understand this rising class and how different they are from every class of buyers, investors and employees that have come before
- Discover the drivers of their choices
- Learn practical ways to grow their market share, brand loyalty and engagement of this new group



## **JOHN IZZO, Ph.D.**

John Izzo, Ph.D., provokes greatness in people and companies. He stretches leaders to dream even bigger through intentional leadership. His powerful stories strike a chord with some of the best companies in the world because his concepts apply to “the head and the heart” of individual and collective change.

For the last twenty years he has spoken to over one million people, taught at two major universities, advised over 500 organizations and is featured in the media by the likes of Fast Company, PBS, CBC, the *Wall Street Journal*, CNN and *Inc. Magazine*.

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