

The Purpose Revolution: How Leaders Create Engagement and Competitive Advantage in an Age of Social Good

NOV. 15, 2017

8:30 A.M. – 4:30 P.M.

More and more, employees, customers, and investors want their work and money to not only provide for their own material needs but to also help create a better world for all. This program will show leaders and companies how to transform their corporate culture so they can succeed in the midst of this Purpose Revolution.

Today people want more than just a good job or a good deal--increasingly, they want to feel like they're doing good as well, that their work and money are contributing to some greater purpose. John Izzo, PhD, will discuss and lead you on how the Purpose Revolution will dramatically transform the world of business.

While John will also describe the Purpose Revolution's impact on consumers and investors, his prime focus is on how to activate purpose among employees and how to embed purpose in the culture of your organization. Because you can't fake purpose--it has to be a genuine part of your organizational DNA if you're going to attract customers and investors. Using many examples, John will illustrate how to lead in this new age of social good, how to attract and engage talented employees, how to create a purposeful culture, and how to win loyalty from employees, customers, and investors.

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*.

PUBLIC \$995 (FULL DAY), \$598 (HALF DAY)
UD ALUMNI \$945 (FULL DAY), \$598 (HALF DAY)
PARTNER \$897 (FULL DAY), \$598 (HALF DAY)

