

Phil Preston & Carolyn Butler-Madden



Cutting-Edge Keynote

Are you seeking new ideas for galvanising your people and teams around the common goals and purpose of your organisation?

Regardless of your industry or sector, you'll need your people to come together as a highly energised and well-oiled machine if you're to respond effectively to powerful trends and change.

A purpose statement is great if you have one even so, Accenture has found that only 30% of employees feel a connection between their day to day work and the purpose of their organisation.

As a result, they may be disengaged and not overly interested or enthused about the performance and outcomes you are trying to achieve.

It Starts With Leadership

How do you move from an organisation and leadership group that 'likes' the concept of purpose to one that creates an emotional connection between employees and your purpose?

It starts with leadership and, as seasoned strategists, facilitators and consultants in this field, Phil and Carolyn provide the guidance you need.

They bring focus to the three key challenges many leaders face, such as an inconsistent understanding of purpose and how it drives high-performance outcomes.

To move beyond superficiality and start weighing up your approach, they provide the three key ingredients required for a purpose-driven culture that enables you and your people to fulfill their potential.

"Thought provoking content - great presenters"

"Thank you to Phil and Carolyn for injecting inspiration into my day!"

"Thanks for the great insights this morning!"

- Beaumont People event feedback

Enquiries & Bookings

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Phil Preston & Carolyn Butler-Madden



Phil Preston is the founder of WhyThisNow, helping leaders, teams and organisations with purpose-driven solutions to their business challenges and achieving high-performance outcomes.

You can make contact with him via phil@philpreston.com.au



Carolyn Butler-Madden is the Chief Purpose Activist of The Cause Effect. Her mission is to make meaningful purpose vital to business, helping leaders drive profit through purpose.

You can make contact with her via carolyn@thecauseeffect.com.au

Want to Learn More?

Ask for a copy of our feature articles:

Revealing Purpose: Do You Have the Five Attributes of a Purpose-Driven Leader?

Decoding Success: Three Foundational Characteristics of Top-Performing Purpose-Driven Organisations

Forging the Path: Overcoming Barriers to Embedding Organisational Purpose

Purpose Ignition Workshops

If you've seen the keynote or you're already purpose-savvy and need to bring your leadership group along as one, our **Purpose Ignition** workshops will take you to the next stage.

They're tailored to your situation and context, and can span from a half-day through to multi-day retreats.



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