

KEYNOTE  OUTLINES

PURPOSE IGNITED



CAROLYN BUTLER-MADDEN
PHIL PRESTON

Why us?



As a team, we've combined our expertise, knowledge and accomplishments in the specialist field of purpose-driven leadership, supporting you to ignite purpose and unlock the full potential of your people, teams and organisation as a whole.

- 3 books
- 3 podcasts
- 30 years of experience in this field
- Clients of all sizes across all sectors
- Diverse backgrounds

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Why Purpose?

*Igniting purpose in individuals, teams and organisations unlocks powerful tailwinds and creates unfair advantage. A leader we recently worked with concluded, **“Purpose is the best keep secret in business”**.*

– Carolyn & Phil



Why Book a Keynote on Purpose?

Can you afford not to Ignite Purpose?

Between us, we've spent more than 30-years providing education, guidance and support in the 'purpose' realm, and that's after our respective corporate and marketing agency roles.

There are powerful trends and disruptions acting as a tailwind for conversations about purpose, however clarity of what we're actually talking about is missing. People want to know: **How do you harness purpose to UNLOCK the full potential of your people and organisation as a whole?**

So, we've created **two keynotes**: one on purpose as the driver of people and performance, and the other on profitability and competitive advantage. In brief:

1. Purpose Ignited – Unlock Your Full Potential

In a world of constant change and complexity, leaders and teams are looking for clarity, focus, and energy to perform at their best. Carolyn Butler-Madden and Phil Preston deliver a powerful keynote on how purpose can unlock individual and organisational performance—offering a clear, evidence-backed roadmap to thrive in today's environment.

2. Purpose Ignited – The Best Kept Secret in Business

Purpose is fast becoming the hidden engine of high-performing, future-ready businesses. In this keynote, Carolyn Butler-Madden and Phil Preston unpack how social purpose drives profitability, innovation and competitive edge—giving leadership teams the framework and inspiration to turn it into their greatest strategic advantage.

We'd love the opportunity to ignite the purpose of you and your people, unlock their true potential and ensure they thrive in their work.



Carolyn Butler-Madden's showreel



Phil Preston's showreel

Keynote 1

Purpose Ignited - Unlock Your Full Potential

In a time of relentless change, complexity, and competing priorities, many leaders and teams feel stretched thin and uncertain about what really matters.

How can they reset, regain clarity, and develop the mindset and capabilities they need to thrive—personally, professionally, and organisationally?

Phil Preston and Carolyn Butler-Madden—co-founders of the Purpose Ignition community and Australia’s leading authorities on purpose-driven business—cut through the noise with a practical blueprint for using purpose as a catalyst for clarity, resilience, and performance.

Audiences will learn:

- How to demystify ‘purpose’ and use it as a personal and organisational performance lever.
- The commercial case for purpose—why it's a smart, evidence-backed strategy in today's environment.
- A four-part framework to ignite purpose at every level—from individual to organisational.
- How to focus on the one thing that will have the greatest impact on their performance right now.

Ideal for forward-thinking organisations wanting to energise and align their people around a shared, purpose-led performance strategy.



Keynote 2

Purpose Ignited - The Best Kept Secret in Business

In an era of constant disruption, organisations can no longer rely on outdated strategies to stay competitive. Leaders are searching for stronger foundations—and smarter ways to align, grow and lead with impact.

What if the key to performance, profitability and future-proofing lies in something most businesses still underestimate?

In this dynamic keynote, purpose strategists Phil Preston and Carolyn Butler-Madden reveal how social purpose is quietly transforming leading businesses—and how your leadership team can harness it as a competitive advantage.

Audiences will learn:

- A shared definition of ‘purpose in business’ that cuts through confusion and unlocks action.
- Inspiring case studies of successful purpose-driven businesses, revealing why purpose drives innovation, resilience, and financial results
- Eye-opening insights from their senior purpose-driven leaders community
- A four-stage framework for building purpose into your strategic DNA.
- The next bold step your team can take to future-proof your business.

Ideal for leadership teams ready to reimagine their strategy, unite their people, and unlock a powerful source of competitive advantage.



Application

Keynotes set the scene for much more

Our keynote is the perfect mechanism for opening up new thinking and ideas because it includes content designed to reach the **'head and heart'**.

The **'head'** is the logic behind why we need to talk about purpose in more detail, defining what it is that we are talking about and providing guidance on how to do it, including examples of the concept in action.

The **'heart'** is about creating an emotional connection - we do this through structured storytelling and prompting audience members to do some reflection from their own perspective.

To embed and maximise learning opportunities, there are many follow-on options, such as a **workshop** for immediate application, **working sessions** designed to tackle specific business challenges or **programs** for leadership groups.

You may want to consider a curated **executive** or **leadership dinner**, a tailored **working session** or **retreat** that energises and refreshes your people.



Curated Events

Delighting audiences in personalised settings

In 2024 we noticed the emergence of senior leaders across many organisations who were passionate about embedding a powerful sense of purpose in the core of their business.

They see purpose as the **best kept secret** in business: it drives **profitability** and **competitive advantage**.

However they seldom have a full suite of colleagues or peers with whom they can fully develop their ideas and compare experiences with.

We established the **Purpose Ignition Community**, a place for senior purpose-driven leaders to connect and learn from each other in a highly personalised setting.

This has become a template for our **curated events** and experiences, designed to foster deeper networks and relationships across people with shared interests, such as employees, leaders, customers or business partners.

From invite-only dinners to online development discussions and more, we know what it takes to make these occasions special.

If you want to invest in your people by providing a truly **unique** and **valuable experience** - this is for you!



Who We've Worked With

A selection of our individual and joint clients



What They Say

A selection of testimonials

“A highly engaging and constructive offsite with Challenger’s executive leadership team”

- CEO, Challenger Group

“Thank you to Phil Preston and Carolyn Butler-Madden for injecting inspiration into my day!”

- Recruitment Manager, Beaumont People

“Thank you Phil & Carolyn for the opportunity to think holistically about collaboration and discuss what makes success”

- CEO, Assistance Dogs Australia

“Phil & Carolyn were great!”

- Volunteer Program Lead, Taronga Conservation Society Australia

“I’ve learned so much - it’s been a great shared experience”

- CEO, General Sir John Monash Foundation

Biographies



Phil Preston

Phil loves helping leaders and teams do their best work, especially when times are tough and the outlook's unclear.

After an extensive corporate career leading high-performance teams, he broke out on his own and has since helped more than one hundred clients adapt to the changing business environment.

He's an accredited 'master facilitator' with critical thinking experts, Janellis, and a co-founder of Purpose Ignition and the Impact Hour business event series.

Achievements include authoring *Connecting Profit with Purpose*, two podcasts and featuring in *The CEO Magazine*, *CPA's InTheBlack* and the *AFR*.

A Tasmanian by birth, Phil's played in a folk / blues band, delivered his second child in a bathtub and has a historical family connection to the Cadbury chocolate factory in Hobart.

He is based in Bulli, one hour south of Sydney.



Carolyn Butler-Madden

Carolyn is on a mission to make meaningful purpose vital to business.

After riding the highs and lows of a 30-year career in Ad Land, including owning her agency, she is thriving in her 'second act' as a purpose activist.

She's a leading authority and award-winning author on brand and organisational purpose, dedicating 13 years, two books, a podcast, and her B Corp-certified consultancy, *The Cause Effect*, to the subject. Her articles have been featured in multiple media publications, including *Forbes Australia* and *CEO World Magazine*.

As a speaker, Carolyn captivates audiences with her storytelling, weaving inspiring stories of businesses changing the world, with her own life experiences – like crossing war borders for love and being wrongly suspected as a drug lord!

Carolyn is based in Sydney.

Logistics

- Travel :** For work outside of the Greater Sydney, Newcastle and Wollongong areas, travel is quoted ex-Sydney Airport.
- AV :** For in-person and hybrid, a headset or lapel mic for each speaker; slides can be run from our laptops or from mac-based house equipment. An AV check is essential.
- Delivery :** Virtual delivery from home studios or your nominated venue.
- Marketing :** A short video can be provided on request, and we offer to post on LinkedIn both before and after your event if desired.
- Customisation :** Customisation of content to audience, organisation and industry is standard.
- Rates :** Rates are comparable to speakers with more than 20-years of experience and unique subject matter expertise.
- Invoicing :** Invoicing will be through either Phil Preston Pty Ltd (ABN 46 130 165 767) or The Cause Effect (ABN 73 150 453 964)
- Contact :** phil@philpreston.com.au
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