THE POWER OF WHY · PHIL PRESTON

Running on empty? Why meaning is the missing piece

Ask a room of capable, committed people how work feels right now and you'll hear answers like busy, stretched and tired of change that never seems to stop.



Most of them aren't short on skill or effort. What's missing is harder to see: the sense that what they do actually matters. When workloads pile up and priorities keep shifting, the 'why' behind the work slips quietly into the background, and showing up starts to feel more like obligation than opportunity.

Every executive and leader knows this audience. The challenge is to put something valuable and restorative in front of them.

The Cost of a Missing 'Why'

When meaning fades, energy drains first, engagement follows and then performance. People keep going, but they're running on empty - and that's when resilience is needed most.

The usual fixes rarely reach the root cause. A tip sheet or one-off "feel-good" talk can lift the mood for an afternoon but it won't change how they show up on Monday morning.

Reconnecting people with the meaning behind their work is one of the most practical ways to build resilience. It's not a soft extra, it's a performance lever.

"Thank you for your amazing keynote and workshop last week!" - Conference Organiser, TSAA

Turn Meaning Into Momentum

That's the thinking behind **The Power of Why**, a keynote and workshop from resilience and adaptability speaker, Phil Preston.

In the keynote (45-75 min), Phil gives audiences a simple three-step formula for reconnecting with what matters and turning purpose from aspiration into everyday action.It closes with an accountability challenge, so they leave with a commitment, not just a good feeling.

The workshop (90 min to half day) turns their ideas into a plan, and participants leave with:

- A clearer articulation of their personal and professional 'why'.
- Stronger alignment between individual, team and organisational goals.
- A concrete action plan, with accountability, to carry it forward.

Phil knows pressure from the inside. He led a global team analysing $50 billion of investments before going solo, and has since worked with more than 150 organisations across the business, not-for-profit and government sectors.





Bring The Power of Why to your people

Ideal for conference openings, breakouts and team offsites - in person, hybrid or online. If your people are capable but running on empty, let's talk about what a clearer 'why' could do for them.

Phil Preston · philpreston.com.au · phil@philpreston.com.au · +61 408 259 633