



There's a seismic shift happening in business which Dr. John Izzo calls The Purpose Revolution, a radical desire for work to be about more than money and for our buying, employment, and loyalty connecting to a desire for meaning and social good. Those companies and leaders who respond to these expectations are engaging both employees and customers, creating fierce loyalty.

John Izzo helps clients understand the emerging keys to employee and customer engagement while leaving your team with ideas they can put into practice right away to grow your brand and win, motivate and keep the best talent.

Dr. John Izzo has spent the last 25 years mapping the face of this change, inspiring organizations and leaders to embrace the mindset that creates and attracts purposeful, driven employees and can win the emerging values-driven customer.. Businesses that fail to recognize these trends are doomed. Not just by lackluster teams, but by their inability to connect to the purpose behind the modern consumer's purchasing decisions.

With clients including IBM, McDonald's, Coca-Cola, QANTAS and Microsoft, Dr. John Izzo understands what creates a sense of purpose for modern teams and consumers in a way few can match. A bestselling author of eight books and researcher, Dr. John Izzo has spoken to over a million people in audiences worldwide and worked with over 500 of the world's leading organizations. Using captivating, well-researched storytelling combined with practical advice, Dr. John Izzo helps leaders and teams to join the purpose revolution - paving the way to highly engaged teams and superlative levels of customer loyalty.

## Testimonials

□ Dr. John Izzo's message on stepping up resonates with every level in an organization. It inspires each of us to do more, be better and make a bigger difference. □

- Canadian Business Aviation Association.

□ I have no doubt that John's contribution to our leadership forums at TELUS has had a profound impact on evolving our culture. □

- Vice President of Learning & Performance, Telus.

John Izzo

### Speech Topics

- Peak Performance
- Life Balance
- Leadership
- Employee Engagement
- Change
- Business Culture

