

## Keynote Title:

Purpose Fuels People: Why a Meaningful Role & Purpose-Driven Organization Matters

60 minutes up to 90 minutes

### Description:

Having a sense of purpose has become table stakes for many employees at work. Equally important, today's organizations are being pressured to begin exhibiting purpose in their operating practices. If there is a positive interconnection between both, the benefits will be felt by all stakeholders. Including you!

Dan Pontefract refers to this balanced state of purpose as the 'sweet spot.' The alignment of purpose between self, role and organization is critically important for both employees and leaders.

The more a leader can assist team members to understand this alignment of purpose, the quicker everyone will recognize how important the 'sweet spot' is to an engaging and fulfilling life and place of work. The quicker an employee defines, develops and decides their purpose—alongside how bought in they are to the organization's purpose—the more engaged and innovative they will be in their role ... and in life.



### Audience Types:

Leaders: those already leading teams but in need of adopting the Lead. Care. Win. philosophy

Team members: aspiring soon-to-be leaders who should start their journey off by caring

### Post Keynote Next Steps:

- Order *The Purpose Effect* books
- Half and full-day workshops are available for teams of up to 30
- Three-session Masterclass goes deeper than the keynote talk



### Outcomes:

- What makes up the "sweet spot" of purpose
- Recognize the difference between a job, career, and purpose mindset
- How your sense of purpose is linked to defining your best future self
- Distinguish the traits that make up purpose-driven people
- Learn ways in which to bring purpose into daily and long-term planning in life & work
- Apply methods and discover examples of purpose-based leadership and how it can positively impact your productivity and engagement

Author | Speaker | Expert  
Leadership Strategist

Dan Pontefract is a renowned leadership strategist, author, and keynote speaker with over two decades of experience in senior executive roles at companies such as SAP, TELUS, and Business Objects. Since then, he has worked with organizations worldwide, including Salesforce, Amgen, the State of Tennessee, Nestlé, Canada Post, Autodesk, BMO, the Government of Canada, Manulife, Nutrien, and the City of Toronto, among others.

As an award-winning and best-selling author, Dan has written five books: *WORK-LIFE BLOOM*, *LEAD. CARE. WIN.*, *OPEN TO THINK*, *THE PURPOSE EFFECT*, and *FLAT ARMY*. Dan also writes for *Forbes*, *Harvard Business Review*, and other outlets.

Dan is a renowned keynote speaker who has presented at four TED events and has delivered over 600 keynotes. He is an adjunct professor at the University of Victoria's Gustavson School of Business and has received over 25 industry, individual, and book awards.

Dan's career is interwoven with corporate and academic experience, coupled with an MBA, B.Ed, and multiple industry certifications and awards. Notably, Dan is listed on the Thinkers50 Radar, HR Weekly's 100 Most Influential People in HR, LeaderHum's Top 200 Thought Leaders to Follow, and Inc. Magazine's Top 100 Leadership Speakers.

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