

A KEYNOTE EXPERIENCE WITH SHANE JACKSON

ALIGNMENT

Connect Purpose to Culture

Explore the vital connection between personal purpose, leadership and culture – and the powerful impact that alignment has on both work and life. Through compelling presentations, Shane Jackson explores how leaders can unlock their full potential, build thriving workplace cultures, and create meaningful impact – while also gaining clarity and fulfillment that reaches every area of life.

These sessions can be delivered independently or combined as a powerful two-part experience. Both draw on insights from his books, *Fostering Culture: A Leader's Guide to Purposefully Shaping Culture* and *This Is the Thing: About Life, Joy, and Owning Your Purpose*.

Participants will learn:

- What culture is – and understand how it's created, communicated and cultivated – while gaining practical tools to strengthen culture within their own organizations
- How to gain clarity on their personal purpose to improve priority setting and time management, and lead more effectively in fast paced, high-performance environments

SESSION OVERVIEW:

Aligning Purpose with Culture: A Path to Organizational and Personal Success (60 minutes)

This keynote-style session explores how aligning personal purpose with workplace culture creates a powerful foundation for effective leadership. Participants will gain a clear understanding of the core fundamentals of workplace culture – what it is, how it's shaped, and why it matters – and discover how a strong sense of purpose can help them to build environments where both people and business thrive.

The Culture I Want to Create (45-60 minutes)

A hands-on workshop where participants reflect on the culture they want to create and the legacy they hope to leave. Through individual exercises, they'll explore deeply personal questions to identify their purpose – and consider how it defines their approach to leadership.

For more information and scheduling inquiries, reach out to

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Ask how this session can be tailored to your audience, event and desired outcomes.