



LEADING WITH PURPOSE

Unlocking motivation, resilience, and your fullest potential

with Nataly Kogan

Research shows that when we feel that what we do has meaning and purpose, we're more motivated, more resilient, and bring our full capacities and abilities to the task. We're energized, better able to handle stress, and feel a greater sense of satisfaction from our efforts.

According to a recent McKinsey & Co. study, 70% of Americans say they define their sense of purpose through work. If you're a leader, guiding your team members to find more meaning in what they do at work isn't optional -- it's non-negotiable.

In this deeply transformative and actionable keynote, Nataly uses powerful stories, research, and her signature simple yet surprisingly powerful practices to activate audience members to lead with purpose -- at work and in their lives.

"I have a fundamentally different view of my job now and I've never felt more energized to do it," is a comment audience members share most frequently after attending this keynote.

Key takeaways:

- How shifting into a pro-social mindset increases motivation, resilience and job satisfaction
- Strategies leaders can use to activate their teams to find a greater sense of purpose in their work
- Simple yet surprisingly powerful ways to infuse your daily tasks with a sense of purpose