

KEYNOTE

SPEAKING TOPICS



DR **JOHN IZZO**

DR JOHN IZZO



CONVERSATIONS

That make the difference

DR. JOHN IZZO IS A THOUGHT PROVOKING *keynote speaker & author on leadership*

Dr John Izzo provokes greatness in people and companies. He stretches leaders to dream even bigger through intentional leadership. His powerful stories strike a chord with some of the best companies in the world because his concepts apply to “the head and the heart” of individual and collective change. John drives home the importance of people’s roles in a company with hard hitting facts from research studies and practical ideas grounded in the “how”.

A bestselling author of six books, John’s books include the international bestsellers **Awakening Corporate Soul**, **Values Shift** and **The Five Secrets You must Discover Before You Die**. His most recent book titled **Stepping Up**, shows the power of personal responsibility in life, work and society.

Over the last twenty years he spoken to over one million people, taught at two major universities, advised over 500 organizations and is frequently featured in the media by the likes of Fast Company, PBS, CBC, the Wall Street Journal, CNN, and INC Magazine.

He has advised some of the best companies in the world including DuPont, TELUS, McDonald’s, Tim Horton’s, Westjet, RBC, Lockheed Martin, Qantas Airlines, Humana, Microsoft and the Mayo Clinic.

John is as a pioneer in the Corporate Social Responsibility and Sustainability movements and is a Distinguished Fellow at the East-West Institute—a non partisan think tank working on international security issues including food, water and energy security.

100%

RESPONSIBILITY

0% EXCUSES:

Creating A Culture Of Ownership

Taking responsibility means “Stepping up” and seeing yourself as the agent of change, whether it is changing your company or changing the world—it starts with you.

In this hard hitting keynote Dr. John Izzo talks about a concept he calls 100-0 (100% Responsibility 0 % Excuses) and how each one of us can take greater accountability when we put our excuses aside by focusing on what we can do and the role we play. He gets leaders from the CEO to the front line thinking about what they can do personally to step up.

Your leaders will leave knowing the main reasons **why people don't step up** to take responsibility; **the keys to getting people to take ownership**; and **how to influence people to create a culture of ownership**.

John brings compelling examples of how leaders and companies achieved optimal results by creating true ownership. Your audience will get practical ideas and **proven methods for getting people to “own” it** by inspiring people

to see what's in it for them personally when they step up and how it improves their personal brand.

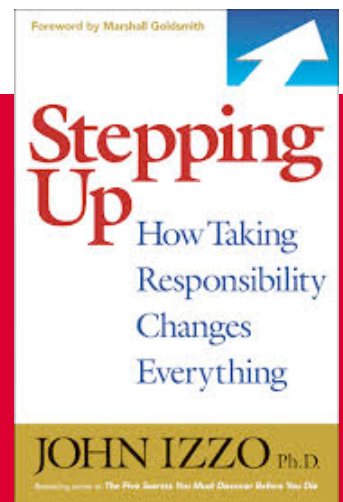
Visit the following **video** links to see John sharing inspirational stories about Stepping up:

- How a relatively unknown [bank lives and breathes the 100-0 concept](#)
- How to [influence people around you using the 5 rows principle](#)
- How a small group of Starbuck's employees [stepped up with an innovative idea](#) that later became a BILLION dollar new product idea



“Within 20 minutes, Dr. John had our executive team engaged and riveted, so much so that we didn't see anyone checking their phones or iPads. John masterfully talked with (not at!) our group in ways that built buy in and cohesion. He used fresh ways to engage our team, keeping their attention throughout the day. To say that our team was TRANSFORMED in how they interact and move forward into our future is not an exaggeration. It was one of our best retreats ever.”

~ Joe Wilczek, CEO of Franciscan Health System



LEADING ON PURPOSE

Winning People With The 'WHY'

If you really want your people to be engaged and bring their best to work then you need to make sure they have a deep sense of purpose. Research shows that people who see the purpose of their work are more productive, work longer hours and are more engaged.

We also know that when people feel inspired by the purpose of your company or organization they are more deeply committed, more willing to change, and serve customers more powerfully.

Dr. John Izzo first introduced the idea of higher purpose at work in his book, **Awakening Corporate Soul** and has been showing leaders for over 20 years how to create a workplace where people are connected to the highest purpose of their work.

In this keynote, John not only shows why purpose is so critical but provides audiences **proven methods to drive purpose and the “why” with their teams.**

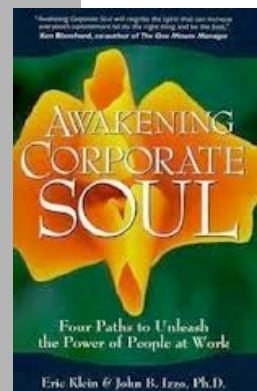
In this engaging Keynote John explains **WHY purpose matters** and drives home **how to drive the WHY on a daily basis in your organization.** Leaders will leave with tangible actions to get the most out of their teams.

Visit the following **video** links to see John sharing inspirational stories about winning people with the why:

- The [importance of helping your people see the higher purpose](#) of their role
- Finding a [higher purpose at work](#)
- The [importance of story telling](#) and sharing the higher purpose of your work
- [Purpose is the engine that drives success](#)

“John is a truly inspiring speaker, whose candid approach and story-telling capability reinforced key messages with the audience. He did a great job of challenging our current thinking, forcing us to look at our own culture and the role each of us plays in making the desired transformation.”

~Andrew Turner, VP Performance Culture, TELUS



LEADING

FOR TRANSFORMATIONAL CHANGE

Turning Resistance Into Results

Would you like your people to consistently embrace change and create ongoing innovation?

Almost every organization today is experiencing unprecedented change and also needing to drive innovation and transformation to stay successful. Dr. John Izzo has spent an entire career helping leaders and organizations not only embrace change but inspiring them for transformational change.

Your audience will discover **proven methods for getting others to embrace change**. John explains the **neuroscience behind change and how to use that knowledge to help others embrace change**. The audience will **discover the keys to personal resilience** and learn how to **create a climate for innovation** and understand the true source of change resistance and how to overcome it in yourself and your organization.

This talk is hard hitting, practical and guaranteed to **get your people stepping up to change**.

Visit the following **video** links to see John sharing inspirational stories about inspiring change including:

- The [science behind our resistance to change](#) and how to get people excited by change
- The [hard lessons Sony learned about losing the digital revolution and how they could have avoided it](#)
- How a TELUS leader took a dying business unit and got employees to step up creating a "cash cow" for their company and [why people don't resist change itself](#)



“We went from 38th out of 40 hotels in service to number 4! John was part of this service excellence change effort and we highly recommend him!”

~ Fairmont

“Powerful and fun, thank you for showing us the power we have to shape change.” ~ HP

THE SECRETS OF HIGHLY ENGAGING

Workplaces & Leaders

Organizations with high levels of employee engagement are significantly more profitable, have much higher customer loyalty, stronger productivity and a better reputation with customers than those with moderate engagement. In fact, the average HIGHLY engaged team member can be up to 40% more productive than a disengaged performer.

But what are the secrets to highly engaged teams and highly engaged companies? Why do some leaders consistently create highly engaged associates?

Dr. John Izzo has spent a lifetime researching what separates truly passionate, high engagement teams and leaders from the rest of the pack. In this keynote, John shares **the four keys to creating high engagement teams** and shows **why some leaders are consistently able to get high levels of commitment from people**. John gives the audience **day-to-day practices for how leaders can immediately drive engagement for better results**.

Based on his work with many of the best workplaces in the world, John shows leaders **how to implement simple disciplines and routines guaranteed to create highly engaged teams**.

Your leaders will not only see their role in driving engagement but will leave with ideas they can implement right away that will lead to significantly higher engagement.

John has a great track record of getting leaders to become engagement champions. He'll leave the audience with a **leadership checklist** that shows leaders the most important things to do everyday to drive engagement and ultimately profits.

Visit the following **video** links to see how John inspires excellence out of audiences:

- Why [employee engagement matters](#) and how it's linked to bottom line results
- The [best leaders are tough but fair](#)
- The [importance of authentic leadership](#)

"We worked with John at our 2011 National Owner/Operator conference. Our Owner/Operator's were inspired and left with the desire to put into action many of John's ideas. John's ability to share his knowledge through story telling left us all wanting more. Over the years, we have heard many speakers and John is by far one of the best"

~ Michele Boudria, National Director of Training,
McDonalds



Keynote Speaking Topics

STEPPING UP

HOW RESPONSIBILITY

Inspires Change

Have you ever wondered why some people step up and create positive change in the world and in business?

Dr. John Izzo inspires audiences how "stepping up" creates positive change while improving satisfaction at work and in life. Based on his bestselling book **Stepping Up**, John motivates people about important principles such as:

- Why only naïve people ever change the world
- The way each of us can step up every day in our lives to make a bigger difference
- Show how leadership is not a position but a decision to lead

Filled with inspiring examples of how people have stepped up to make things better, audiences will leave feeling inspired that their individual actions can make a difference in the workplace, our lives and the for the Greater Good of the world.

People will leave feeling motivated to take action immediately by focusing on what they

can do personally to drive change rather than to rely on others.

John shares inspiring stories such as:

- How a [small group of employees created a billion dollar product](#) for their company
- How two students stood up to one bully and started an international anti-bullying movement
- How a leader took a dying business unit within a large Telco and got employees to step up [creating a "cash cow" for her company](#)
- How three women with no business experience helped 10,000 women start businesses in Uganda
- How a group of journalists and biologists helped stop the commercial whale hunt
- How a small group of people stepped up and transformed one of the worst slums in the world into a thriving community

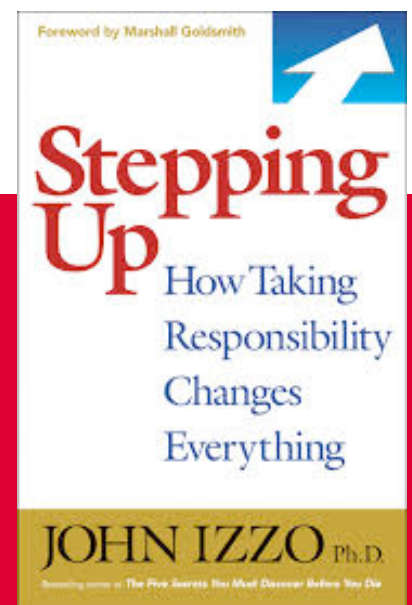
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JOHN IZZO

“All of our Managers were thrilled with the presentation from Dr. Izzo, the feedback was extremely positive – in fact it was all positive.

Some of the comments from our group were "excellent, awesome, engaging, practical, thought-provoking, relevant". Thanks again for helping to make us better Managers.”

~ Todd Svenson, President, Co-op Managers Association



THE PURPOSE REVOLUTION

*Winning the Emerging Customer,
Employee & Investor*

The new economy is going to be driven by an emerging group of people all over the world who want their employment, investing and buying to shape a better world while meeting their self oriented needs. This book shows how a new driver of choice is happening worldwide whereby consumers, employees and investors are using purpose and community as a major driver of their commitments. This new driver is present worldwide and cuts across almost all demographic barriers including age, developing/developing world, politics, religious affiliation and income level. Those companies who understand and respond to this Aspirational person will create a game changing competitive advantage. Rather than thinking of this person as a consumer, employee or investor we need to begin to realize this is the same person and we need to attract them on all three fronts at once. This new person wants to shop, loves brands, is often active on social media and loves to share stories. They want to consume but want “consumption without conflict” where they feel they are helping society, the planet and themselves.

Winning this new rising class of people who want good for self, good for people and good for the planet alongside a sense of community/tribe is a spot of true differentiation. These people want doing well and doing good to sit side by side as they live their lives. They simply want it all and if you can give it you will succeed.

Your audience will:

- Understand this rising class and how different they are from every class of buyers, investors and employees that have come before them
- Discover the drivers of their choices
- Learn practical ways to grow your market share, brand loyalty and engagement of this new group
- Hear eye popping examples of how companies like yours are already winning these people worldwide and find out how you can do the same
- Discover how to use your own power as an Conflict Free Consumer to change the future
- Customize to your industry and focus

“Dr John Izzo’s presentation was stimulating, thought provoking and entertaining all at the same time. We were truly amazed how Dr Izzo was able to incorporate our company’s values and core beliefs into his presentation. We felt like he had been a 20 year member of the team. Very well done, Sir!”

~Dr. Chad Overman, Director of Professional Relations,
Walmart

“Our best speaker yet! Dr. Izzo delivered a compelling message that really resonated well with our audience. John has a way of connecting with people through real life stories and experiences; making them reflect on their own life & work situations. After hearing his message, you want and believe you can make a difference, you want to push yourself to the next level. Tones of takeaways; I would highly recommend him!”

~ Eric Halle, Regional VP,
CIM | Dynamic Funds

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