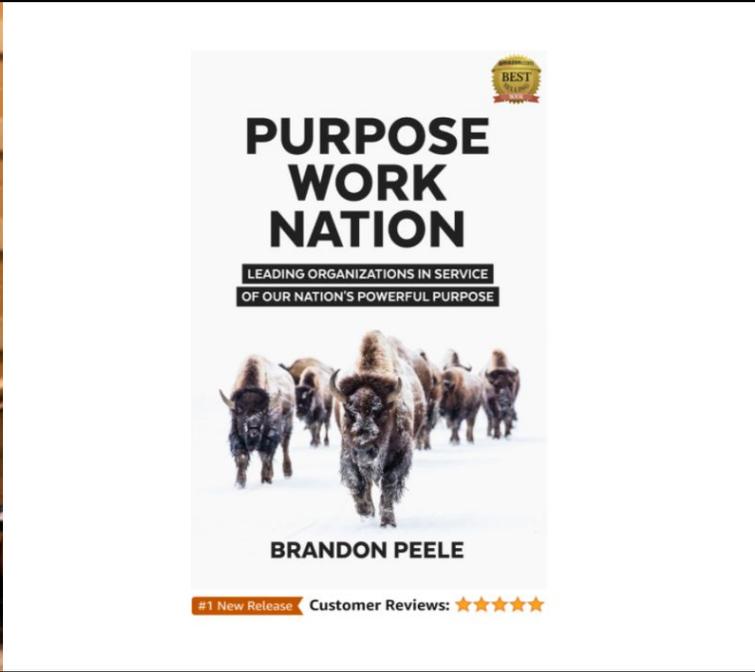


Brandon Peele

International Speaker, Best-selling Author, and CEO of Unity Lab



Brandon's most popular keynotes:

Keynote speaker, best-selling author and CEO of Unity Lab, Brandon Peele empowers organizations to create purpose-led and inclusive cultures. Employees who know their purpose and feel like they belong contribute \$20k in productivity per year and have tenures that are 7.4 months longer than average! If you want your organization to flourish and prosper, Brandon Peele is the speaker for you.

How to Stop the Turnover Bleed (for people leaders)

Average turnover rates are 2-3x 2019 levels. Research reveals that people leave for 2 reasons: #1 Lack of purpose and meaning (Edelman, 2021) and #2 Not feeling valued and like they belong (McKinsey, 2021). To stop bleeding top talent, leaders must empower their teams to find purpose and meaning at work and create a culture where everyone belongs. The good news is that when you do this, you'll have +7.4 months longer tenure (BetterUp, 2019), a 175% increase in productivity (Bain, 2019), and a 30% increase in innovation (Deloitte, 2020). If you'd like to understand the best practices for activating purpose and belonging on your team, join us for this interactive session with Brandon Peele, the author of Planet on Purpose and The Purpose Field Guide, and the Founder of Unity Lab, a Culture-as-a-Service platform.

Unlocking Your Purpose as a Leader (for executives)

Without purpose there is no leadership, only management. In this keynote for senior leaders, executives will discover the research that correlates purpose-driven and inclusive leadership with operational (\$20k pp/yr) and financial performance (outperform the S&P 15:1), and do an interactive exercise to reveal new aspects of their purpose as leaders. Executives will see how aligning individual and collective purpose is the key to employee engagement and financial performance.

America, the Flourishing (for whole organizations and conferences)

In this keynote, Brandon busts that myth that America is working for the people (97% of us are unhealthy, 78% paycheck to paycheck, 75% in debt, 66% unfulfilled), and reveals the path forward to create a flourishing country, by activating cultures of purpose and inclusion. Employees will learn the highest ROI in their careers and the easiest way to flourish – discovering their higher purpose. Participants will become more deeply connected to their higher purpose and each other, so they can take immediate actions to start flourishing in their lives, careers and communities.

Testimonials:



"Brandon's session exceeded expectations on all levels. Our event was a resounding success, and we received glowing feedback from our attendees. I highly recommend Brandon to anyone looking for a dynamic and engaging facilitator to help guide sharing, connecting, and self-discovery."

– **Alexandra Davis, Morgan Stanley**



"I discovered newfound clarity about what matters most to me. I wanted to do more than just sell, but to have more impact, entrepreneurial freedom and creativity. After our work, I launched my company, SnapMobile, built a great team, raised a significant round financing, got married and had a child."

– **Andy Mack, Founder and CEO, SnapMobile**



"I was impressed by Brandon's inspiring life story and his journey to purpose. Brandon is very down to earth, and open-hearted, sharing his experiences, his challenges, and his triumphs. I discovered many new insights... at the heart of living a purposeful life."

– **Susan Saba, Stanford University**



"Brandon lead my Coast Guard unit through an exercise to have us look at how each of us could live our passion right here and now, regardless of current circumstances. I had multiple people tell me that it was insightful... I highly recommend Brandon's workshops... really brought our group together."

– **Kathryn Schmidt, United States Coast Guard**

Bio:

Brandon Peele (he/him) is a Midwesterner, best-selling author, the Founder of Unity Lab, and an expert in purpose, leadership + culture change. He's trusted as a keynote speaker, consultant and program leader by organizations such as Google, Johnson & Johnson, Stanford University, JDRF, Morgan Stanley, U.S. Marine Corps, University of California - Berkeley, LinkedIn, the U.S. Navy, Slalom Consulting, the U.S. Coast Guard, and the University of Minnesota.

He has written / co-written five books on purpose and leadership and his work has been featured by news organizations such as USA Today, U.S. News & World Report, and Forbes.

Brandon holds an MBA in Leadership from Columbia Business School, is an Imperative Certified Purpose Leader (TM), and serves on the Council of the Global Purpose Leaders.

Clients & Speaking Engagements:

