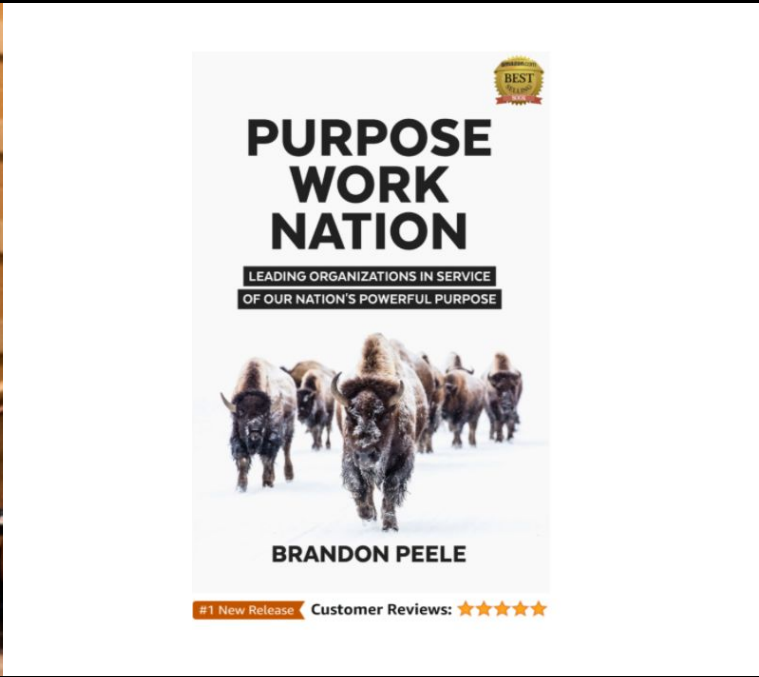




International Speaker, Best-selling Author, and CEO of Unity Lab



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 to your organization to flourish and prosper, consider Brandon for your next company event.

How to Stop the Turnover Bleed

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).

The Five Practices of Purpose-Driven Leadership

Purpose is endemically personal and universally desired, as 97% of people value having a sense of purpose (Rainey, 2014), and 89% of people want purpose-driven work (McKinsey & Co., 2021). Unfortunately only 15% of employees think it is possible in their roles and company. The resulting "purpose gap" is one of the key drivers of the Great Reshuffle. As few leaders are equipped to activate and nurture a sense of purpose on their team, Brandon will share the 5 key practices of purpose-driven leadership.

The Missing Element in Your Culture Strategy: Employee Purpose

A Harvard Business Review study of 800 organizations over the last 20 years showed that the DEI field as a whole has produced neutral to negative outcomes. This occurs for two reasons: 1. Reliance on one-time trainings, resulting in 90% of the information being forgotten within 7 days and a regression to biased behaviors within 24 hours, and 2. The lack of employee purpose activation which produces numerous lasting inclusive behaviors, such as compassion, curiosity, generosity, and other-centeredness, and a 4x reduction in anxiety in diverse environments. Brandon will share the latest research and best practices for creating sustainable DEI progress, resulting in over ¾ of participants creating new daily habits and 96% of participants experiencing empathy from their diverse peers.

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:



Haas School of Business



CALIFORNIA COLLEGE OF THE ARTS

honest. wild. beautiful.

WONDERWOMENTECH
innovate. empower. ignite.