



Carolyn
BUTLER-MADDEN

The Social Purpose Activist

KEYNOTE SPEAKER - AUTHOR - STORYTELLER - CREATOR



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TESTIMONIALS

Carolyn Butler-Madden delivered an outstanding presentation on purpose-led organisations at the IPAMember Summit, leaving a strong impact on everyone in attendance. Her deep expertise and passion for helping businesses embrace purpose as a competitive advantage were evident in every aspect of her talk. Carolyn's ability to connect with the audience, use relevant examples, and provide actionable insights was highly valuable. We are incredibly grateful to Carolyn for her invaluable contribution to our event and look forward to seeing the ripple effects of her insights across the network."



Lynne Gallucci - Chief Operating Officer, IPA

"Carolyn is the subject matter expert on purpose with profit. She's exceptional at outlining why companies should uncover their why and she enforces her message by sharing what great looks like."



**Pamela Bishop - Chief Strategy & Innovation Officer,
Blooms The Chemist**



TESTIMONIALS

"I thought she had one of the best presentations - her activity was brilliant! It certainly resonated with me"

"Carolyn Butler-Madden's was amazing. I could have listen to her for hours"

"Yeah it was very relevant. well thought out and good delivery"

**Various participants/trainers,
Pharmacy Assistants National Conference 2024**



**The Pharmacy
Guild of Australia**

"She was able to draw on her years of experience to produce a tailored, relevant and thought provoking presentation"

Alyssa Jones - former Head of Vodafone Foundation



**Vodafone
Foundation**

"Carolyn was terrific, completely engaging and committed to making a difference"

**Kristen McGrath - former Associate Director Publicity
and Promotions**



"... an enjoyable and memorable experience, her work with us to date has made a lasting impact on our business, I would highly recommend Carolyn. "

Danielle Lovric - GM Culture, Inclusion, Capability, Change



SPEAKER REEL



Looking for a keynote speaker who can inspire and engage audiences on purpose and impact in business?

After riding the highs and lows of a 30-year career in Ad Land, including owning her agency, Carolyn Butler-Madden is thriving in her 'second act' as a purpose activist.

She's a leading authority and award-winning author on brand and organisational purpose, dedicating twelve years, two books, a podcast, and her B Corp-certified consultancy, The Cause Effect, to the subject.

As a speaker, Carolyn captivates audiences with her storytelling, weaving inspiring stories of businesses changing the world, with her own life experiences - like crossing war borders for love and being wrongly suspected as a drug lord!

Her mantra, "Profit with purpose," guides her mission to empower leaders to build impactful, purpose-driven businesses.

MISSION

Carolyn is on a mission to make meaningful purpose vital to business success.

She's an inspiring speaker and leading authority on purpose-led businesses, brands and leadership.

Her belief that business can and should be a powerful force for good in society has inspired her to become an activist for Social Purpose. "Profit with Purpose" is her guiding mantra.

An award-winning author, she's published two books on the subject, launched a podcast and written for multiple media publications including Forbes Australia and CEO World Magazine.

She also walks her talk. Her own business, "The Cause Effect" is a B Corp Certified Purpose Consultancy through which she helps businesses of all types and sizes to navigate their path to purpose.



Certified



This company meets the
highest standards of social
and environmental impact

Corporation



SPEAKING TOPICS

Leading With Purpose

How to Build a Resilient, Profitable, and Trusted Business in a Changing World

At a time of disruption and uncertainty, purpose is more than a guiding principle - it's a *competitive advantage*. Learn how to lead with purpose to drive resilience, trust, and sustainable growth while building a brand people genuinely care about.

Takeaways:

1. Discover how a clear, authentic purpose builds loyalty, trust, and adaptability across stakeholders.
2. Learn how purpose-driven leadership unlocks new opportunities for innovation, growth, and strategic clarity.
3. Understand how to differentiate your brand beyond price and product functionality to build enduring stakeholder relationships.
4. Gain a practical framework to align leadership, culture, brand, and business strategy around a purpose that drives results.



Igniting Purpose-Driven Teams

Start with WHO to Attract, Retain, Inspire, and Empower Your People

In a world of talent shortages and disengagement, purpose is your most powerful lever for culture and performance. This session shows how to connect your people to a shared identity and purpose — driving engagement, retention, and impact from the inside out.

Takeaways

- Learn how to reduce turnover and energise teams by connecting work to a deeper sense of meaning and shared
- identity.
- Discover the “Start with WHO” framework to foster belonging, alignment, and intrinsic motivation.
- Explore how a purpose-led culture improves wellbeing, collaboration, and performance.
- Take away actionable tools to embed purpose into daily operations, leadership behaviours, and internal communications.

This keynote can be customised for leaders and/or teams themselves.

Carolyn
BUTLER-MADDEN

Inspiring
business
for good



Customised Keynotes

Carolyn will happily customise her keynote content to fit the theme of your conference or leadership event. Some examples of customised keynotes include:

- ***Impact Standards That Matter*** - SCA National Conference, Darwin 2023
- ***Employing Social-led Transformation in your Business*** - The Customer Show 2023 Melbourne
- ***Brand Purpose: What's Love Got To Do With It?*** - Corporate Kindness Conference 2022
- ***Your Brand Story (of Love and Leadership)*** - Non Profit Alliance Keynote 2022
- ***Change Leadership: What's Love Got To Do With It?*** - Unilever ANZ Change Leaders Event
- ***Meaningful Work. The Journey Continues*** - Beaumont People Keynote 2021 Annual Conference



“

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MASTERCLASSES/WORKSHOPS

Start With WHO

Understand why WHO is essential to determine your WHY. Then learn how to identify who are your “People Like Us” – the first step to uncovering your Purpose.

Find Your Social Purpose Sweet Spot

Identify 'why' your business exists beyond the profit delivered through its products and services

Build Your Brand Purpose Blueprint

How to put purpose at the centre of your brand.

Develop the key foundations of your purpose-led brand, centred around a social purpose strategy



FOR LOVE & MONEY - BOOK & PODCAST



How does purpose help you grow a profitable business that people love?

What exactly does it mean to be a purpose-led business?

What higher purpose should your business serve and how do you serve it in a meaningful way?

Purpose in business has become a common expectation, from employees, customers and investors. Yet many business leaders struggle to understand what it means for their business.

For Love & Money - Carolyn's award-winning book - offers clarity on the most recent evolution of organisational purpose. It equates the demand for purpose in business with social purpose. Business as a force for good. Sharing inspiration from businesses such as Intrepid Travel, Outland Denim, Patagonia, Unilever, PayPal and Future Super, this book makes a powerful connection between the two things that drive social purpose-led businesses (which are inextricably linked):

LOVE. Of people, planet and humanity. It's the raw emotion behind purpose. And MONEY. Profit and commercial success.

Why are they interlinked? Because when purpose drives profit, it offers a business the ability to play a bigger game; to be ambitious in the change you seek to create over the long term. Meanwhile you build a meaningful business for everyone involved; you attract passionately invested employees, customers, partners, suppliers and investors; and you build trust, the currency of a valued business.

The Podcast expands on the book, featuring interviews with inspiring purposeful business leaders and sharing insights and inspiration.

“

Inspirational, educational and profoundly thought-provoking
Andrew Griffiths - International Bestselling Author. Entrepreneurial Futurist.

”



PATH TO PURPOSE BOOK



If you're a business leader or senior marketer navigating the purpose maze, Path To Purpose will unlock the secrets of brands doing well by doing good.

In Australia's first book on cause marketing, discover:

- Why doing good is good for business
- The science behind cause marketing
- Fourteen real-life examples of world-class cause marketing strategies from Pampers, Patagonia, Dulux, Virgin Mobile, ANZ, Zambrero, REI and more.
- A simple six-step methodology to develop and implement a powerful and authentic cause marketing approach for your brand.

Published in 2017, Path To Purpose was Carolyn's first book.

MEDIA

Some of the media where Carolyn and her content has featured.

THE AUSTRALIAN
FINANCIAL REVIEW

Forbes
AUSTRALIA

CEC MAGAZINE
INSPIRING THE BUSINESS WORLD

CEOWORLD Magazine

 **SmartCompany**

**Governance
Institute**
of Australia

CMO
FROM IDG

Marketing



FLYiNGSOLO
MICRO BUSINESS COMMUNITY

ticker | NEWS
INSIGHT

Women's
AGENDA

75 RetailWorld


Third Sector

Dynamic Business

CAROLYN HAS SPOKEN AT CONFERENCES & EVENTS HOSTED BY...



A portrait of Carolyn Butler-Madden, a woman with long brown hair, wearing a dark blue top, posing with her hand near her chin and looking thoughtfully upwards.

GET IN TOUCH

**BOOK CAROLYN FOR YOUR NEXT EVENT
AND INSPIRE BUSINESS FOR GOOD**

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