



Inspiring
business
for good

Carolyn
BUTLER-MADDEN

The Social Purpose Activist

KEYNOTE SPEAKER - AUTHOR - STORYTELLER - CREATOR



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TESTIMONIALS

"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**



"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



"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



MANIFESTO



MISSION

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

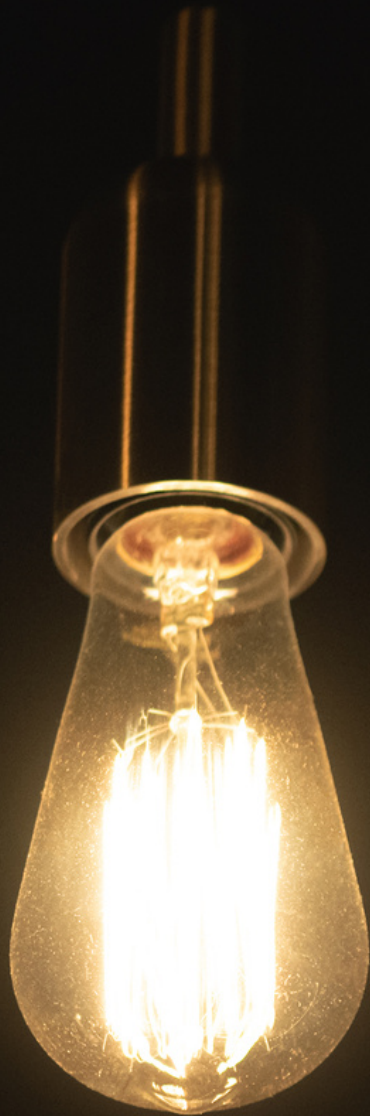
She's an inspiring speaker and leading authority on purpose-led businesses, brands and leadership.

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.





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

Carolyn Butler-Madden is the subject matter expert on profit with purpose.

Dedicated to sparking individual and organisational change, she delivers game-changing insights, inspiration and practical value on embedding purpose in business. "Profit with Purpose" is her mantra. She advocates for the delicate balance between profit and purpose, essential for businesses to sustain and scale their impact.

Carolyn's keynotes share the deep insights gleaned from her own client consulting work with her extensive research into successful purpose-led businesses worldwide. A natural storyteller, she weaves in compelling and relatable narratives of purpose-driven businesses and leadership.

Her keynotes are customisable, ranging from 30 to 60 minutes and can include live polling, interactivity and Q&A sessions. Carolyn offers the unique Social Purpose Scorecard for pre- or post-event engagement.

For those seeking deeper engagement, Carolyn provides workshop-keynote packages, empowering delegates with practical strategies to implement purpose-driven initiatives.

As a seasoned podcast host and interviewer, Carolyn excels as a panel facilitator for purpose-themed events, adding another dimension to your event experience.

SPEAKING TOPICS

For Love AND MONEY

How to Profit with Purpose

Carolyn's award-winning book *"FOR LOVE & MONEY. How to profit with purpose and grow a business with love"* inspired this Keynote topic.

Sharing a unique perspective on purpose, Carolyn makes the case for love being the most powerful driver of business success in the current decade. She challenges her audience to understand that business has not yet realised its full potential and she provides inspiring examples; stories of businesses and brands driven by love of people and planet, that are achieving their true potential and leading the market. This session also includes how to build a purpose-led brand that people love.



Takeaways

- The compelling case for love and purpose in business
- The opportunity for people, planet, society and business
- Discover the 6 steps to building your Brand Purpose Blueprint™





Path To Purpose

Build Your Success Strategy

Why *doing good is good for business* and how to navigate an authentic purpose strategy.

This session is for business leaders who want to understand how to go about building a business (and brand) with purpose, in a way that is authentic, strategic, sustainable; and that delivers tangible social impact as well as driving high business performance and growth.

Takeaways

- Understand the relationship between profit and purpose
- Inspiring stories and examples of businesses leading with purpose
- A foundational pathway to build a successful purpose-driven strategy



Purpose-Driven Leadership

Start with WHO!

Meaningful work is the key to an engaged workforce. It drives productivity, innovation, agility, resilience and organisational success. Yet poll after poll tells us how abominably disengaged our employees are.

So just how much is under-engagement costing your organisation?

Purpose-driven leadership is the singular comprehensive answer to this problem. In an age where people are looking for their organisations and leaders to solve society's big challenges, purpose-driven leadership is the key to inspiring and engaging your greatest organisational asset... your people.

In this keynote you will understand *how* great leaders are building purpose-driven cultures that their people own, by starting with clarity on WHO they are and who they want to be.

Takeaways

- Understand WHY Purpose-driven leadership is vital to modern times and to your organisation's success
- Learn WHAT the common characteristics of the most successful purpose-driven organisations and their leaders are.
- Understand HOW leaders can connect their people to the organisation's purpose by starting with WHO





Love Stories for Business Build A Story-Driven Purpose Culture

What stories are your people telling about your business? Not the crafted marketing stories. The real everyday stories your teams and employees are sharing with each other and with the people they interact with. Are they stories of purpose-driven leadership, action and innovation? If not, why not?

This session is for businesses who want to connect their people to the higher purpose of the organisation in authentically and organically. Stories are the key. Real stories unlock confidence in what the organisation and leaders value. They inspire trust - the most important currency in your business. Learn how to harness the fundamentals of storytelling to intentionally build a story-driven purpose culture.

Takeaways

- The importance of storytelling in attracting, engaging and inspiring like-minded employees
- The three key themes behind purposeful storytelling
- A simple storytelling framework that everyone can use





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

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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.

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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.



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





GET IN TOUCH

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

carolyn@thecauseeffect.com.au. +61 419 404 579

carolynbutlermadden.com.au

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