



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**

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



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

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MANIFESTO



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.



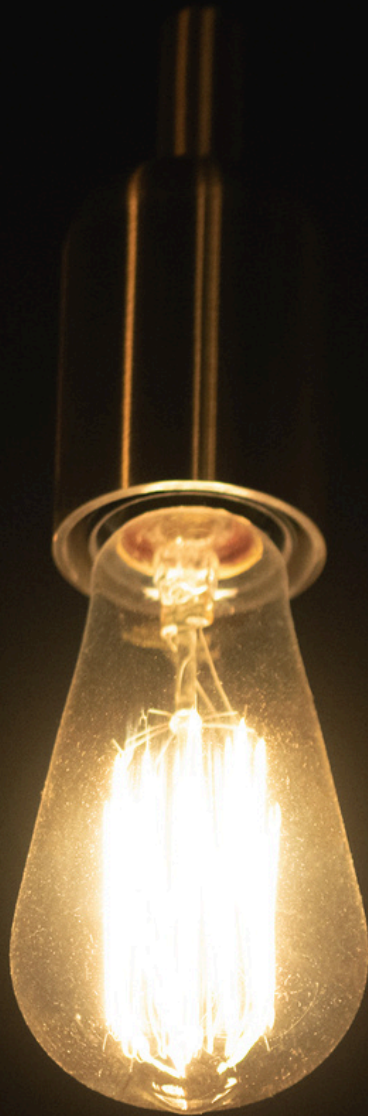
Certified



This company meets the
highest standards of social
and environmental impact

Corporation





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 30-60 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

Purpose-Driven Leadership

How To Profit With Purpose & Build A Business & Brand That People Love

In a world where consumers and employees are more discerning than ever, building a brand that stands out takes more than just a good product or service—it requires a purpose that people can believe in.

In this compelling keynote, Carolyn Butler-Madden reveals how purpose-driven leadership is the key to building a business and brand that people genuinely love and support. By aligning your business with a meaningful purpose, you'll not only create strong emotional connections with customers and employees but also position your brand for long-term loyalty and growth.

Carolyn will show you how to unlock the commercial advantages of leading with purpose, building an enviable competitive edge in today's crowded marketplace. Learn how to build a brand that cuts through the noise, resonates with people's deepest motivations, and drives both profit and positive impact. You'll leave this session with actionable steps on how to begin embedding purpose into your leadership approach, building a business that people love—and that thrives.

Takeaways:

1. Understand how leading with purpose is the most powerful way to differentiate your brand and attract fiercely loyal employees and customers who LOVE what you stand for
2. Connect the dots between Purpose and Profit, so you understand how to create commercial advantage through doing good
3. Have clarity on HOW to start leading with purpose



Building Purpose-Driven Teams

Start with WHO!

Meaningful work is the key to an engaged workforce. It drives productivity, innovation, agility, resilience, resourcefulness and organisational success. Yet poll after poll tells us how under-engaged so many employees are within businesses.

So what is the secret sauce to highly engaged and effective teams ?

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

In this keynote you will understand that leadership can exist at every level of a business, not just the top; and *how* people within businesses are building purpose-driven teams, by starting with clarity on WHO they are and how they want to show up.

Takeaways

- Understand WHY Purpose-driven leadership is vital to modern times and business success
- Learn WHAT the common characteristics of the most successful purpose-driven organisations are a
- Understand HOW to apply this at team level, building connected teams by starting with WHO you are - the shared narrative that connects you - and the positive change you are committed to creating as a team

Carolyn
BUTLER-MADDEN

Inspiring
business
for good

Your Future Success... Starts with WHO!

In today's unpredictable business environment, leaders are not just tasked with navigating uncertainty, they have to inspire and support their people to rise to the many challenges that change presents.

In an age where people are looking for their organisations and leaders to solve society's big challenges, most leaders understand that serving a higher purpose is the key to inspiring and engaging their people. But connecting your people to your organisation's 'WHY' doesn't happen without intention. It takes Purpose-Driven Leadership.

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 - their unique organisational identity which becomes their secret sauce for success.

Takeaways

- Understand WHY purpose-driven leadership is vital to modern times and to your organisation's success
- Understand how leaders can connect their people to the organisation's purpose by starting with WHO
- Get clarity on HOW to connect meaningful purpose with your organisation's success.





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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Carolyn is the subject matter expert on purpose with profit.
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.

”



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 upwards. The image is set against a dark grey background with a red border.

GET IN TOUCH

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

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