

# Leadercast

# Powered by Purpose

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## Leadercast Live

Leadercast Live is the largest one-day leadership event in the world. Broadcast live from Atlanta to hundreds of locations around the world each year, Leadercast brings together some of the most recognized and respected global leaders to create a leadership experience unlike any other.

Leadercast Live focuses on the leadership issues most relevant to today's time-starved leader. It is a place of inspiring messages coupled with rich interaction between fellow leaders that want to be intentional about raising their standard of leadership...all delivered with a creative, energetic and memorable approach. Leaders across all industries and various levels of their career are able to leave this event better equipped to take on their next challenge.

## Purpose is what defines us, drives us, and empowers us.

What does it mean to be powered by purpose? ...to be part of a purpose-driven organization? ...to work with a team of people who understand the meaning in addition to the metrics?

Purpose is the glue for an organization and the fuel for an individual. Today's organization can't rely on old practices. A new organization is emerging and at the center of its driving force is the igniting power of purpose.

- Companies with ideals of improving people's lives at the center of all they do outperform others by 400%<sup>1</sup>
- More than 70% of people consider an organization's environmental and/or social impact when deciding where to work<sup>2</sup>
- Employees that feel they are working towards a good cause show increased productivity by up to 30 percent<sup>3</sup>
- People who are able to make a social or environmental impact on the job are more satisfied by a 2:1 ratio<sup>2</sup>

In 2017, Leadercast will be exploring what can happen when teams and individuals are connected with purpose, creating a strong organizational culture with intentional leadership that inspires extraordinary results.

Find out more online at  
[Leadercast.com/2017](http://Leadercast.com/2017)



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### Sources

1) "Significant Stat: Companies Driven to Improve People's Lives Outperform Others." The Ritz Carlton Leadership Center. N.p., 28 Dec. 2015. Web. 19 Aug. 2016.

2) "Purpose-driven Organisations Far Outperform Traditional For-profit Businesses." HRZone. N.p., 21 May 2015. Web. 19 Aug. 2016.

3) Tonin, Mirco, and Michael Vlassopoulos. Corporate Philanthropy and Productivity. Working paper no. 4778. N.p.: CESifo, 2014.