



**Justin Jones-Fosu**

Keynote Speaker  
Author of *Your WHY Matters NOW*  
Social Entrepreneur

## KEYNOTE

### **WORK TO A DIFFERENT BEAT**

**Own your mindset, meaning and performance at work and home.**

An inside-out approach powered by practical research that empowers your people to bring their best selves to work everyday. Using the African drum as a metaphor of bringing meaning, Justin creates a customized and unforgettable experience that will inspire your audience to take immediate action in how they show up.

#### **THIS PROGRAM IS PERFECT FOR:**

- *Leaders and teams who are looking to shift their mindset to accelerate productivity, manage stress effectively and recognize and enjoy more positive work and life moments.*
- *Association members, frontline employees, and leaders constantly challenged and stressed by having to do more with less.*
- *Human Resources and organizational leaders responsible for building resilience, productivity and engagement.*

#### **THE AUDIENCE WILL LEAVE WITH:**

- *An instantly applicable and personalized plan to take ownership of their work lives.*
- *An actionable understanding of the 4 Work Meaningful Quadrants and how to maximize productivity and positively impact their work life.*
- *A deeper commitment to self-development and practical skills to shift their mental rhythms at work and at home with the 3 Rhythm Model.*



**Please ask us about our Engaging Virtual Keynotes & Workshops.**





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### **YOUR WHY MATTERS NOW**

#### **Understand how some achieve more and others don't**

With the 'Why Matters Now' Quadrants and the Principle of the Frog, Step, Seed and Smile, Justin demonstrates how your leaders and teams can blend their purpose and productivity to realize better outcomes with everyday actions.

#### **THIS PROGRAM IS PERFECT FOR:**

- *Leaders and teams who are looking to shift their mindset to accelerate productivity, manage stress effectively and recognize and enjoy more positive work and life moments.*
- *Association members, frontline employees, and leaders constantly challenged and stressed by having to do more with less.*
- *Human Resources and organizational leaders creating and nurturing high-performing cultures.*

#### **THE AUDIENCE WILL LEAVE WITH:**

- *A personalized approach to understanding and aligning their values and efforts that enables them to lead themselves and others.*
- *An ability to courageously combat the distractors of their 'why' and 'now', and learn how to have intentional accountability to themselves and their teams.*
- *A deliberate approach to being fully present to consistently learn, develop meaningful relationships and impact positive change.*



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### LEAD TO A **DIFFERENT BEAT**

**Transform how you lead and engage at work.**

Justin helps your leadership flip the script on employee engagement. In an interactive experience customized to your organizational needs, he demonstrates how engagement starts with your employees (and not in the boardroom). As you empower your people to change how they show up at work, the workplace changes with them.

#### THIS PROGRAM IS PERFECT FOR:

- *Organizational leaders challenged to recruit, develop, and retain top talent.*
- *New managers transitioning from a high-performing individual contributor to leading a high-performance team.*
- *Leaders aspiring to create a lasting culture of engagement by inspiring ownership and not merely enforcing buy-in.*

#### THE AUDIENCE WILL LEAVE WITH:

- *An actionable understanding of the 4 Work Meaningful Quadrants and how to apply it to create deeper and more meaningful connections and conversations with their teams.*
- *Apply the 3 Rhythm Model to shift the rhythms of their employees toward progression and away from stress-inducing perfection.*
- *Practical ways to see the best in their employees in order to maximize effectiveness, creativity, and productivity.*



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# KEYNOTE

## MOVING FROM **HEAD TO HEART!**

### **Fostering Meaningful Connections by Embracing EVERYDAY Diversity**

Justin takes an unconventional approach to this necessary conversation. He helps the audience shift their focus away from the cliched overuse to applying everyday diversity that leads to deeper collaboration and innovation. He demonstrates how we can leverage the power of listening, appreciating and applying different perspectives to create sustainable cultures of high-performance.

#### **THIS PROGRAM IS PERFECT FOR:**

- *Professionals looking for a practical way forward about understanding, applying and nurturing diversity and related initiatives in their personal and professional lives.*
- *Leaders who want to create sustainable cultures of inclusion that engage all their employees to show up to work with their best selves everyday.*
- *Individuals who want practical strategies to move confrontations into conversations in order to manage disagreements and differences in a healthy and respectful way*

#### **THE AUDIENCE WILL LEAVE WITH:**

- *A practical framework and understanding of the foundational principles of diversity.*
- *An inner motivation to embrace a highly diverse workplace community via Circles of Grace and the Power of 3.*
- *An action-oriented plan on how to take an active role in creating an inclusive workplace and strive for progression.*



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