

S P E A K E R . A U T H O R . S O C I A L E N T R E P R E N E U R .

EMPOWER YOUR PEOPLE

to take ownership of their
mindset, purpose, and
performance.

Justin Jones-Fosu

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



**WORK.
MEANINGFUL.**

WITH JUSTIN JONES-FOSU



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“We had 800 team members standing on their feet applauding and now one month later they are still talking about what a transformational 90 minutes we had with Justin!”

JANINE MONIZE, Director of Organizational Development, Ashley Home Stores (NY/NJ Metro)

“They are going to get a dynamic speaker who is going to add value, who will definitely tie in their organizations values and core competencies into creating a presentation specific to their organizations needs.”

MIKEY WHEELER, Director of Operational Services, Aerotek



ABOUT JUSTIN

Justin’s foray into the world of business started with running his own business while still in elementary school, dishwashing at 14 and culminated in a leadership position in a top financial firm. In this position, Justin encountered the same workplace emotions your people face every day - wondering if their work has meaning? He focused on all the things that were happening to him, looking for external reasons why he was disengaged and unmotivated. An otherwise driven employee, Justin was now loving 5 pm, weekends and vacation time more than his work.

Everything changed when he asked himself two simple questions:

- “Who is the only person I can control?”
- “What do I want to get out of this experience?”

These simple questions shifted his perspective. He began showing up to work differently. He stopped trying to find his passion and started being passionate about where he was.

Promotions and leadership roles followed quickly as Justin discovered the power of bringing his meaning to work instead of looking for meaning in work.

Now with over a decade of leadership in Fortune 500 companies, providing workshops to organizations, and keynote speaking; Justin uses his real-life experience and research to help organizations create new rhythms of sustainable excellence, profitability, and engagement. He currently speaks 60-70 times per year.

Justin was featured in EBONY Magazine as “30 Young Leaders on the Rise” in 2008, SMART CEO Magazine, the Baltimore Business Journal and is the author of *Your WHY Matters NOW: How Some Achieve More and Others Don’t*. A loving father of 2, a committed husband, Justin is a dual citizen of Ghana and the United States. His family is proud to call Charlotte, North Carolina home. Justin makes his Work Meaningful by donating a part of every engagement toward educational initiatives in Ghana.



FLIP the Script



TRANSFORM HOW YOU LEAD AND **ENGAGE** AT WORK AND BEYOND

An authentic employee-driven rhythm your people, customers, and shareholders will love!

EXPERIENCE A **DIFFERENT RHYTHM**

Justin's keynotes and workshops
inspire practical steps



FOR YOUR **ORGANIZATION**

- ✓ Create a culture of ownership that fosters risk-taking and innovation.
- ✓ Achieve sustainable peak performance with higher productivity and profitability.
- ✓ Realize deeper employee engagement and maximize talent retention.
- ✓ Reduce employee turnover costs.



FOR YOUR **PEOPLE**

- ✓ Feel empowered to bring meaning into their jobs, and know that they can lead both themselves and others.
- ✓ Minimize work-stress and maximize value by focusing on what really matters.
- ✓ Create deeper relationships and more positive moments at and beyond work.
- ✓ Experience deeper satisfaction, fulfillment and joy at work.





LIVE TO A DIFFERENT BEAT

How to change your rhythms when the rhythms around you have changed.

Justin shows you how to use this time to not just get by but get ahead.

- How to grieve what has been lost
- How to give grace to yourself and others
- How to identify and make progress in your focal points - work, life, and relationships.

WORK TO A DIFFERENT BEAT

How to bring meaning to your work in the new normal.

Justin shows you how to work differently when the rhythms around you have changed.

- Develop a mindset centered more on making meaningful progress over being busy
- Use the Focused Frog to create momentum and accomplish your biggest tasks
- Utilize the 3 Rhythm Model for a deeper commitment to self-development and growth

LEAD TO A DIFFERENT BEAT

How to best inspire and engage your team through change.

Justin shows you how to lead differently when the rhythms around you and your teams have changed.

- Practical strategies to lead and engage your remote workforce.
- Simple ways to give more to your people to get more out of your people.
- The one thing you should absolutely do every week to be a better leader

YOUR WHY MATTERS NOW

How to (re)discover purpose and productivity in adversity.

Justin gives you an instantly applicable plan to take ownership of your work & life.

- Shift mental rhythms at work and at home through a deeper commitment to self-development
- An actionable understanding of the WHY Matters NOW Quadrants to maximize productivity.
- Learn the Principle of the Frog, Step, Seed, and Smile for greater performance.

AVAILABLE FORMATS

In light of COVID-19, we've adapted all of our services for virtual delivery and limited budgets.



Live Virtual Keynotes

Justin translates his on-stage energy though highly customized content and delivery. The audience will view Justin in an on-stage format, with content also visible while Justin interacts and engages with them.



Virtual Workshops

Using customized content, interactive polls, virtual breakout sessions, and worksheets, Justin educates, inspires, and empowers your people to take instant action during and after the session.



Pre-Recorded Videos

An experience that is customized only for your teams. Justin delivers highly relevant micro-learning moments through short and custom videos that talk directly to your people.





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.

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.



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.

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.



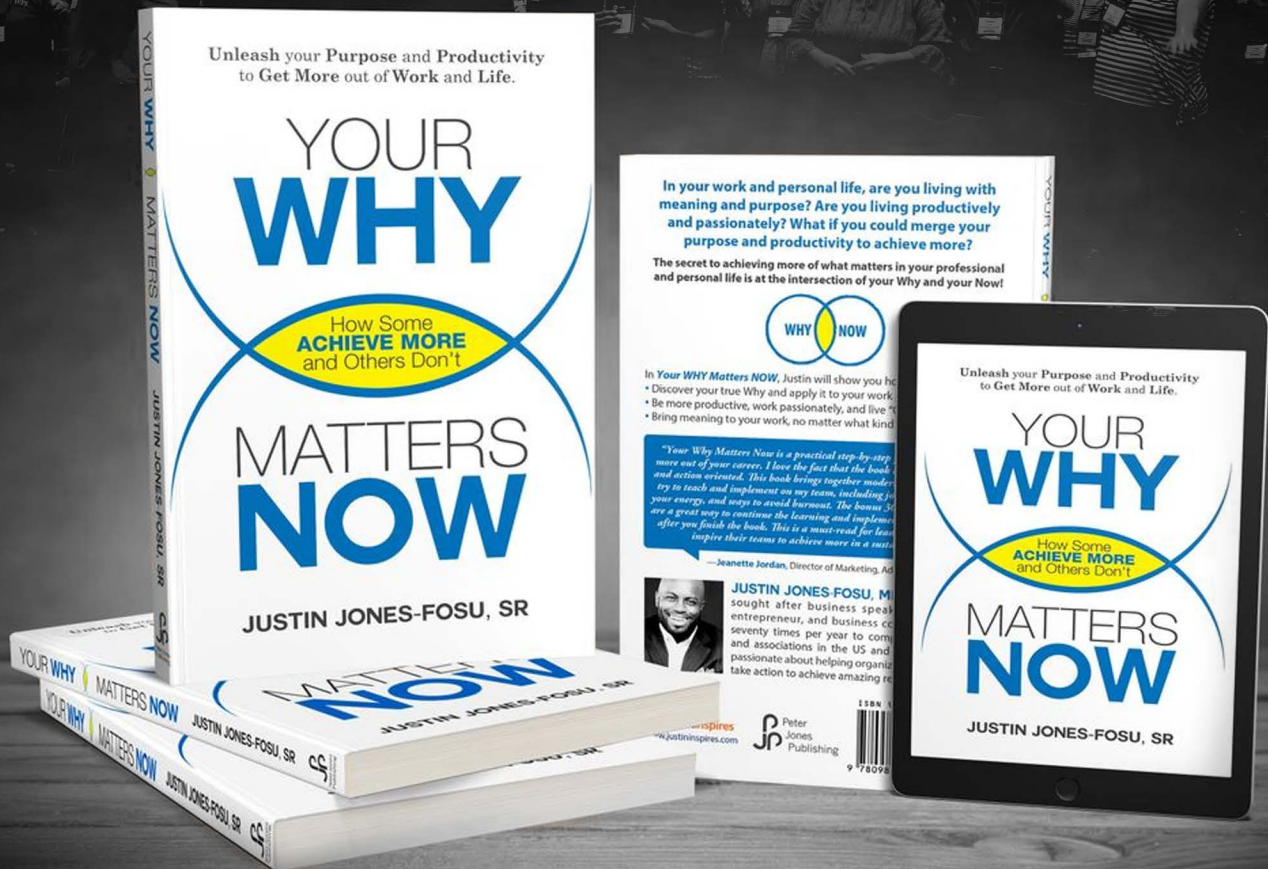
UNLEASH YOUR **PURPOSE AND PRODUCTIVITY** to Get More out of Work & Life

The secret to achieving more of what matters in your professional and personal life is at the intersection of your Why and Now! In *Your Why Matters Now*, Justin will show you how to:

- Discover Your True Why and apply it to your work and personal life
- Be more productive, work passionately, and live "On 10" everyday
- Bring meaning to your work, no matter what kind of job you have

Available for purchase on:

amazon





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Absolutely amazing experience! First of all from speakers we always want to get three things: content, structure, and delivery and Justin delivered all three! Justin delivers! Justin took the time to really understand the needs of our organization. He delivered a highly customized and tailored presentation that spoke the language of our organization!

BRIAN OLDS, Diversity Program Manager Aerotek

DISCOVER YOUR RHYTHM TO **WORK & LEAD TO A DIFFERENT BEAT**

An agile and personalized approach to work that leads to
**more meaning, better performance,
and increased engagement.**

THE **3 RHYTHM MODEL**



THE PERSPECTIVE RHYTHM

Adopt An Impact-Centric View Of Your Work

Replace the passive view of your job with a clear definition of the impact your work has. Archive and remind yourself of your 'impact stories' to fuel performance beyond the norm.



THE TASK RHYTHM

Reach Beyond The Job Description

Create a growth dimension by altering boundaries of your traditional job description. Shed 'busy' tasks and add rich ones that align with the impact you want to make.



THE RELATIONSHIP RHYTHM

Be Extravagant In Your Appreciation

Choose who you want to elevate through your impact and effort. Invest in and appreciate authentic relationships across all spheres - at work, at home and in your community.

**Adapted from Job Crafting Research by Wrzesniewski and Dutton (2001).*





CONNECT
WITH **JUSTIN**



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