



PURPOSE PIPELINE

THE BIG IDEA

In a world where workplace dynamics are shifting faster than ever, money alone no longer keeps employees engaged. Purpose is the new currency of fulfillment and success. **The Purpose Pipeline™** challenges outdated notions of motivation and taps into a powerful, modern truth: employees thrive when their work is aligned with something bigger. By embracing both individual and organizational purpose, companies unlock higher engagement, groundbreaking innovation, and sustainable growth. This is more than a buzzword—it's a new way of leading that ensures lasting success in the evolving world of work.

Through **The Purpose Pipeline™**, discover how employee happiness, driven by purpose, is directly tied to productivity, retention, and the future of any forward-thinking business. It's time to redefine success in the workplace, where purpose drives not just engagement but innovation and long-term results.

KEYNOTE DESCRIPTION

With trends like The Great Resignation and quiet quitting dominating today's headlines, it's clear that the old strategies of retention and engagement are broken. **Nearly 40% of employees are considering leaving their jobs because they no longer find meaning in what they do.** It's time to pivot from outdated motivators like salary alone and instead embrace purpose as the ultimate driver of fulfillment and performance.

Katie Hilborn's **The Purpose Pipeline™** offers a cutting-edge framework designed for today's fast-changing business landscape. This keynote provides actionable insights into how purpose flows through every level of an organization, from individual well-being to company-wide growth. *As 7x award-winning humanitarian recognized alongside the Dalai Lama*, Katie draws on her extraordinary experiences—from leading disaster relief during the Nepal earthquakes to walking pumas through Bolivian jungles—to showcase how aligning with a greater mission leads to transformation on both a personal and organizational level.

Leaders will walk away with innovative strategies to create purpose-first cultures that spark engagement, retention, and creativity, while employees will learn how aligning their work with personal purpose—inside and outside the office—leads to enhanced well-being and long-term motivation. This keynote doesn't just speak to today's challenges—it offers a forward-thinking approach for building the workplaces of the future.

By aligning with current trends and shifting workplace needs, The Purpose Pipeline positions purpose as the most powerful tool for sustainable success.

THIS KEYNOTE SERVES LEADERS AND EMPLOYEES WHO ARE:

- Struggling to retain top talent and boost employee satisfaction
- Facing disengagement and lack of motivation across their teams
- Challenged by outdated strategies that no longer inspire or drive growth
- Looking to create a culture where employees feel connected to their work and purpose

THE LEADERS WILL LEAVE WITH:

- A proven strategy to build a purpose-first culture that drives retention and engagement
- Insights on how purpose aligns with business goals to fuel productivity and innovation
- Practical tools to measure purpose-driven engagement and track its impact on company success

THE EMPLOYEES WILL LEAVE WITH:

- A powerful understanding of how purpose—both in and out of the workplace—can elevate overall well-being and make work more rewarding
- Actionable tools to integrate personal values with career goals, creating a more harmonious and fulfilling life-work synergy
- Inspiration to infuse purpose into every aspect of life, unlocking deeper motivation and lasting satisfaction at work

SUGGESTED EVENT FORMATS

While Katie carefully customizes this keynote for every event type, This keynote has proven to be highly effective in the following formats:

- Leadership Conferences and Meetings
- Human Resources Conferences
- All-Team Meetings
- Strategy kick-offs
- R&D meetings

