

Lisa McLeod

Leading, Selling and Performing with a Noble Purpose

Please contact a GDA agent for information.

Topics

- Leadership
- Management
- Productivity
- Sales
- Thought Leader

About Lisa McLeod

Sales Leadership expert Lisa Earle McLeod created the “Noble Purpose” concept and strategy after her research revealed that organizations driven by a Noble Purpose outperformed the market by over 350%. Her bestselling book, *Selling with Noble Purpose*, has been a game changer at global firms like Flight Centre, Google, Hootsuite, and Roche.

McLeod is the Sales Leadership expert for Forbes.com. She has appeared on the NBC Nightly News, the Today Show, Oprah.com and Good Morning America.

A sought after keynote speaker who has rocked the house everywhere from Apple to Peterbilt Trucking, McLeod is known for her cutting edge ideas, practical techniques, and inspirational humor. She is the author of 4 bestselling books, in 4 genres: leadership, sales, personal development and a collection of humor essays.

Select Keynotes

- **Leading with Noble Purpose: How To Use Purpose To Drive Results, Solve Problems, And Do Work That Makes Everyone Proud**

This session is for senior leaders who want to improve morale, increase focus, solve conflicts and lead their teams to better performance. By attending this session, you'll learn why purpose-driven companies outperform the market by over 350%, what to do when your organization has lost its sense of purpose How to master the “your agenda versus my agenda” quagmire, and how Noble Purpose can make you a better and happier leader

- **Selling with Noble Purpose: How To Drive Revenue And Do Work That Makes You Proud**

We assume that salespeople are primarily motivated by money. We couldn't be more wrong. Drawing from studies of top performing sales organizations, Lisa reveals why the salespeople who sell with Noble Purpose, those who earnestly and factually understand how they make a difference to their customers, outsell salespeople who are primarily focused on sales targets and money. By attending this program, you will understand what a Noble Sales Purpose is, and how an NSP spells the difference between average-performers and top-performers, identify how to use NSP to increase your win rate and get customers engaged and learn techniques to reframe your sales narrative, which will invigorate your organization and garner you internal support.

- **Working with Purpose: How to Use Purpose to be More Persuasive and Influential at Work**

We've all been there: You present a great idea, it gets rejected, yet two months later someone else presents the same idea and it's enthusiastically approved. What happened? This session is for anyone who needs to take the mystery out of persuasion, so they can get support from colleagues, customers or the boss. You can't be successful if you can't persuade. Drawing from interviews with hundreds of leaders, Lisa reveals the mindsets, skills, and techniques that differentiate the top 2%. In this program you'll learn the fatal mistake most people make when they're trying to persuade, a powerful technique for garnering support from senior leaders, and how to use purpose as a framework to gain agreements quickly and easily.

Select Book Titles

- **2016:** Leading with Noble Purpose



- **2012:** Selling with Noble Purpose
- **2010:** The Triangle of Truth
- **2007:** Finding Grace When You Can't Even Find Clean Underwear
- **2001:** Forget Perfect

Select Testimonials

"Lisa McLeod is one of the highest-rated speakers we've ever had. She is a master communicator who has the rare gift of being able to connect with her audience's heads and hearts."

— *Bill Eckstrom, President EcSell Institute*

"Out of 63 programs, Lisa McLeod was the single highest rated speaker of our entire global conference."

— *Tim Cummins, CEO IACCM*