

John Izzo, Ph.D.

Corporate Advisor & Bestselling Author

Please contact a GDA agent for information.

Topics

- Accountability
- Change Management / Organizational Change
- Communication
- Corporate Social Responsibility
- Employee Engagement
- Leadership
- Sustainability

About John Izzo, Ph.D.

Dr. John Izzo is a leading business leadership expert, a bestselling author, and a community leader. He consults and advises some of the most admired companies in the world, teaches at major universities, conducts leading edge research on workplace values, and has spoken to more than one million people across the globe from Brazil to Russia, from New York to London.

His client organizations range from high tech to high touch, hotels to hospitals, and government agencies to entrepreneurial start-ups.

John has devoted his life and career to showing leaders how to create workplaces that bring out the best in people and discover more purpose and fulfillment in life and work. For over twenty years he has conducted pioneering work on employee engagement and helped leaders create exceptional corporate cultures.

He is the author of five books. In his first, *Awakening Corporate Soul*, John identifies four paths to more engagement at work. In *Values Shift: Recruiting, Retaining and Engaging the Multigenerational Workforce*, he identifies six major shifts in work values and creates a blueprint for the 21st century workforce and provides practical ideas on how to win over employees. His book, *The Five Secrets You Must Discover before You Die*, was the basis for a five hour Biography and PBS Television series in which John interviewed 250 people from the age of 60 – 106 asking them to reflect back on what they had learned about life. This bestseller was named the best self-help book of 2008 by the Independent Book Publishers Association.

Izzo's latest book, *Stepping Up: How Taking Responsibility Changes Everything* offers inspiration and practical advice on how ordinary people can step up and make a difference in work, family, community or the world. Filled with moving stories of how ordinary people accomplished extraordinary feats the book challenges each of us to step up and create change. He shows how leaders can create a workplace where people will choose to step up.

Prior to establishing his own firm, Izzo was a senior organizational development consultant for Kaiser Permanente and Vice President of The Einstein Consulting Group, an international customer service consultancy. He holds a Masters degree in psychology and a Ph.D. in organizational communication.

Leaders say that John Izzo brings the unique combination of practical ideas and high level "big picture" thinking to their organizations. He inspires people to greater vision, challenges them with new insights, and leaves them with practical strategies to create the organization of the future. Above all, he ignites the spark in all of us to live a more authentic and purposeful life—an uncommon life where lasting legacy is balanced with every day fulfillment.

Select Keynotes

• 100/0: 100% Responsibility/Zero Excuses: How Taking Responsibility Changes Everything

Taking responsibility means stepping up and seeing yourself as the agent of change, whether it is changing your company or changing the world. Dr. John Izzo shows how "stepping up" creates positive change while improving satisfaction at work and in life. Dr. Izzo's simple concept, called "100/0" (100% responsibility/zero excuses) can transform a company when we decide to put aside our excuses and take initiative to create change. Filled with inspiring examples of how people have stepped up to make things better, audiences will leave knowing that the more each of us takes personal accountability the better the workplace, the better our life and the better the world. This session can be focused on all levels to foster greater ownership or focused for leaders where he also helps leaders discover how to foster a climate of ownership and accountability.



Dr. Izzo shares the following examples from companies he has worked with: How a small group of employees got together and transformed service and morale at a large hospital How a leader took a dying business unit within a large Telco and got employees to step up creating a “cash cow” for her company How a new VP helped drivers take responsibility for the profitability of their individual routes taking his division from worst to first How three women with no business experience helped thousands of women get out of poverty in Africa

- **Leading for Transformational Change: Turning Resistance into Results**

Would you like your people to consistently embrace change and create ongoing innovation? Almost every organization today is experiencing unprecedented change and also needing to drive innovation and transformation to stay successful. Dr. John Izzo has spent an entire career helping leaders and organizations not only embrace change but inspiring them for transformational change. Your audience will discover proven methods for getting others to embrace change. John explains the neuroscience behind change and how to use that knowledge to help others embrace change. The audience will discover the keys to personal resilience and learn how to create a climate for innovation and understand the true source of change resistance and how to overcome it in yourself and your organization. This talk is hard hitting, practical and guaranteed to get your people stepping up to change. You will discover: Why people don't resist change, they resist being changed Find out the three keys to getting people to embrace change Learn to drive the why and empower people on the how Find out how to become more change hardy and able to embrace change

- **Leading on Purpose: Winning People with the Why**

If you really want your people to be engaged and bring their best to work then you need to make sure they have a deep sense of purpose. Research shows that people who see the purpose of their work are more productive, work longer hours and are more engaged. We also know that when people feel inspired by the purpose of your company or organization they are more deeply committed, more willing to change, and serve customers more powerfully. Dr. John Izzo first introduced the idea of higher purpose at work in his book, *Awakening Corporate Soul*, and has been showing leaders for over 20 years how to create a workplace where people are connected to the highest purpose of their work. In this engaging keynote, John not only shows why purpose is so critical but provides audiences proven methods to drive purpose and the “why” with their teams. Your leaders at all levels will see: WHY purpose matters How to drive the WHY on a daily basis in your organization Daily and weekly practices that create a culture of purpose that leads to high productivity and great service

- **Power of Purpose by John Izzo**

John's experience shows that most people have a pretty good idea of what their purpose is. Here are four questions I use to help people truly uncover their purpose:

1. What drives you? When do you feel most engaged at work?
2. On days you feel you REALLY made a difference – what did you do?
3. If you were gone from the team, what would people miss? If you were gone from your family or network what would people say was missed? How do you change the room in a positive way?
4. When you were a child, what did you love to do & what irritated you?

At John's keynotes, he often gives the audience less than one minute to answer the question “What is your purpose?” Then he asks each person to connect with someone else and share it. The room becomes energized with a positive buzz. Then he asks, “When was the last time you knew you were living your purpose?”

- **Stepping Up: Becoming an Agent of Change**

This inspiring talk shows what happens when individuals decide to be “agents of change” in both work and society. Pushing beyond limits requires each one of us to step up and be even stronger agents of change in our workplaces, communities and personal lives. Based on his bestselling book, *Stepping Up—How Taking Responsibility Changes Everything*, Dr. Izzo will challenge each one of us to see ourselves as people of influence. Through engaging stories of individuals and groups that created change in business and society, he will help us understand why some people push the limits of their influence and how we can grow ours. He will also show the power of personal responsibility in our personal lives and careers. Your audience will: Hear unique inspiring stories of people who stepped up to create change Discover the secrets of people who have great influence and how to become one of those people See how personal responsibility can change our personal lives, our relationships and the world

- **The Purpose Revolution: Winning the Emerging Customer, Employee & Investor**

The new economy is going to be driven by an emerging group of people all over the world who want their employment, investing and buying to shape a better world while meeting their self oriented needs. This book shows how a new driver of choice is happening worldwide whereby consumers, employees and investors are using purpose and community as a major driver of their commitments. This new driver is present worldwide and cuts across almost all demographic barriers including age, developing/developing world, politics, religious affiliation and income level. Those companies who understand and respond to this Aspirational person will create game changing competitive advantage. Rather than thinking of this person as a consumer, employee or investor we need to begin to realize this is the same person and we need to attract them on all three fronts at once. This new person wants to shop, loves brands, is often active on social media and loves to share stories. They want to consume but want “consumption without conflict” where they feel they are helping society, planet and themselves. Winning this new rising class of people who want good for self, good for people and good for planet alongside a sense of community/tribe is a spot of true differentiation. These people want doing well and doing good to sit side by side as they live their lives. They simply want it all and if you can give it you will succeed. Your audience will: Understand this rising class and how different they are from every class of buyers, investors and employees that have come before them Discover the drivers of their choices Learn practical ways to grow your market share, brand loyalty and engagement of this new group Hear eye popping examples of how companies like yours are already winning these people worldwide and find out how you can do

the same Discover how to use your own power as an Conflict Free Consumer to change the future Customize to your industry and focus

- **The Secrets of Highly Engaging Workplaces and Leaders**

Dr. John Izzo has spent a lifetime researching what separates truly passionate, high-engagement teams and leaders from the rest of the pack. Organizations with high levels of employee engagement are significantly more profitable, have much higher customer loyalty, stronger productivity and a better reputation with customers than those with moderate engagement. In fact, the average HIGHLY engaged team member can be up to 40% more productive than a disengaged performer. But what are the secrets to highly engaged teams and highly engaged companies? Why do some leaders consistently create highly engaged associates? In this keynote, John shares: The four keys to creating high engagement teams and shows why some leaders are consistently able to get high levels of commitment from people John gives your leaders daily practices for how leaders can immediately drive engagement for better results How to implement simple disciplines and routines guaranteed to create highly engaged teams Your leaders will not only see their role in driving engagement but will leave with ideas they can implement right away that will lead to significantly higher engagement John has a great track record of getting leaders to become engagement champions. He'll leave the audience with a leadership checklist that shows leaders the most important things to do every day to drive engagement and ultimately profits.

- **Your Rock Matters - What I Learned About Leadership From A Pile of Rocks**

Leadership is all about helping people see that their "rock" matters. Our job is to connect the work our team members do and the work our organization does, to the larger conversation. The work we do is only a small part of our customers' lives, but by doing that work we are helping them live their best life. Our company may be involved in doing good work in the community or trying to create a more sustainable planet, and that work may seem small. Alone, our company cannot solve these challenges, but if leaders help people see that "our rock" is part of a much larger effort, we together will collectively shape the future.

This is even true in our work as people leaders. We may be only one of many who help mentor team members, provide them valuable feedback, help them connect to a network for their career- but by putting our "rock" on the pile, we will help them build a great career. Each generation also adds our "rock" and if we are wise, we join all the humans before us who have tried to build a better world. Those who come after us will also add their rocks to the pile.

John can speak to an organization that is trying to take their purpose to new levels by focusing on new efforts to improve the health of communities. They are doing their part to achieve the sustainable development goals set for the world. He shares his pilgrimage story. I encouraged the to see how important their rock was: How their company is part of a sustainable future, a part of creating healthier lives for communities, how small rocks add up to building mountains, how even small efforts to improve the organization's processes create more margin for their mission, how they as leaders could "pile" on in a positive way to shape the lives of team members.

Select Book Titles

- **2020:** Stepping Up, Second Edition: How Taking Responsibility Changes Everything
- **2018:** The Purpose Revolution: How Leaders Create Engagement and Competitive Advantage in an Age of Social Good
- **2011:** Stepping Up: How Taking Responsibility Changes Everything
- **2008:** The Five Secrets You Must Discover Before You Die
- **2004:** Second-Innocence-Dr-John-Izzo SECOND INNOCENCE: A GUIDE TO RENEWAL IN WORK, RELATIONSHIPS, AND DAILY LIFE
- **2000:** VALUES SHIFT: RECRUITING, RETAINING AND ENGAGING THE INTER-GENERATIONAL WORKFORCE
- **1998:** AWAKENING CORPORATE SOUL: FOUR PATHS TO UNLEASH THE POWER OF PEOPLE AT WORK

Select Testimonials

"John is a truly inspiring speaker, whose candid approach and storytelling capability reinforced key messages with the audience. He did a great job of challenging our current thinking, forcing us to look at our own culture and the role each of us plays in making the desired transformation. I have no doubt that John's contribution to our leadership forums at TELUS has had a profound impact on evolving our culture."

— ANDREW TURNER | VICE PRESIDENT OF LEARNING & PERFORMANCE, TELUS

"Dr. John Izzo's presentation was stimulating, thought provoking and entertaining all at the same time. We were truly amazed how Dr. Izzo was able to incorporate our company's values and core beliefs into his presentation. We felt like he had been a 20 year member of the team. Very well done, Sir!"

— DR. CHAD OVERMAN, DIRECTOR | PROFESSIONAL RELATIONS, WALMART

"The stepping up program helped us significantly improve our net promoter score."

— *LYELL STRAMBI, CEO OF QANTAS DOMESTIC, QANTAS AIR*

“We worked with John at our 2011 National Owner/Operator conference. Our Owner/Operator’s were inspired and left with the desire to put into action many of John’s ideas. John’s ability to share his knowledge through story telling left us all wanting more. Over the years, we have heard many speakers and John is by far one of the most impactful we have seen. His messages hit the mark perfectly. The session was described by all as an ‘out of the park home run.’”

— *MICHELE BOUDRIA | NATIONAL DIRECTOR OF TRAINING, LEARNING AND DEVELOPMENT, MCDONALDS*