



# AWAKEN YOUR CORPORATE POTENTIAL ENERGIZE & ENGAGE HIGH PERFORMANCE

**JOANNA BARCLAY**  
GLOBAL KEYNOTE SPEAKER  
30+ YEARS ACROSS 6 CONTINENTS



Tripartite  
Alliance for  
Fair & Progressive  
Employment  
Practices



## KEYNOTES – WORKPLACE CULTURE & TRANSFORMATIONAL LEADERSHIP

### CULTURE BY DESIGN

#### THE FUTURE OF WORK

Top talent is hard to attract, engage, and retain. In this competitive HR landscape, it is imperative leaders recognize employees are making career decisions based on a company's social impact and corporate culture. They want to make a difference, and are looking for roles which will provide intellectual challenges, allow them to continue to grow, develop, and contribute to society in a meaningful way.

In designing a culture for the 21st century, leaders must work hard at becoming an employer of choice by consciously creating and maintaining their culture. They can then use their culture as a competitive advantage to attract, retain and develop the talent needed to achieve important goals. How do they do it? In her talk Joanna shares over 3 decades of business transformation experience, answering this question and many more.

#### RESULTS:

- Become an employer of choice to attract, engage, and retain top talent
- How to create workplace culture to support effective collaboration
- Understanding cultural capital, the link between performance and workplace culture

### CONSCIOUS LEADERSHIP THROUGH VALUES

#### IGNITING PASSION AND INSPIRATION WITH “SHARE OF HEART”

Conscious leadership through values by promoting a “share of heart” creates an emotional connection with employees. This connection leads to a pattern of happy, fulfilled, engaged, creative, inspired employees who are less stressed, more productive, better at problem solving, and provide a higher quality client experience. There is a direct co-relation between a healthy workplace culture and one that is led by a conscious leader.

Leaders in these organizations are comfortable using terms of endearment such as love, joy, authenticity, and compassion around the board room table. They invest in transforming their organization by building a culture of “heart” to attain phenomenal performance and consider it to be one of the most valuable corporate assets. When you earn a ‘Share of Heart’, employees will give back with greater productivity, clients will open their wallets, and suppliers will give you superior offerings and responsiveness.

#### RESULTS:

- Courage, inspiration, and positive energy to lead change
- Emotional fulfilment for more joy and happiness in the workplace
- Greater self-awareness for developing connection and trust



**WHAT PEOPLE SAY -  
THOUGHT-PROVOKING  
• ENERGISING • ENGAGING**

*“Joanna is TED Talk quality.”*

CC Puan, CEO, Mobile Telecommunications

*“It was a perfect way to wrap up our conference.”*

Lori Arpin, VP Communications,  
General Motors

*“I placed my trust in  
Joanna Barclay.”*

Prashant Shukle, Director General,  
Natural Resources Canada

*“The content is so unique  
and integrative.”*

Rhonda St. Croix, Office of Education,  
Royal College of Physicians and Surgeons

*“It was the best workshop I have  
attended in years if not ever!”*

John Bertorelli, Manager, Department of  
Fisheries and Oceans

# JOANNA BARCLAY

**Global Keynote Speaker**

**Published Author** – Conscious Culture  
**CEO**, Culture Leadership Group

“People ask me how to build a happy, high performing workplace culture. I tell them it takes conscious leadership: with **Awareness** to engage the intellect, **Belongingness** to engage the heart, and **Commitment** to engage the whole organization. **Values are the language of the heart, and when they are lived create a positive mental attitude.**

Joanna Barclay is a published author and global speaker on the future of work, how to become an employer of choice by creating workplace cultures that attract, engage and retain the top talent. She is an award winning consultant with over 3 decades of success facilitating the transformation of leadership teams and organizations.

Audiences love the energy and passion Joanna has for people and her work which focuses on how to increase employee engagement

and empower people to reach their the full potential. Her specialty is speaking at global conferences, awakening value-based leadership.

Looking for a speaker to inspire new thinking and conscious leadership to meet the challenges of the 21st century?

Contact Joanna for your next event.



Contact information:

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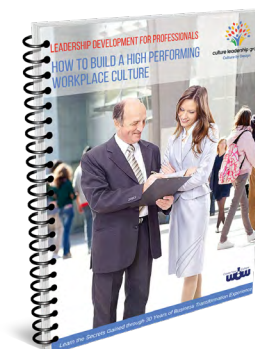
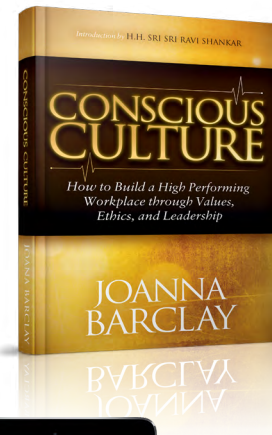
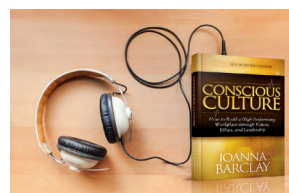
**CULTURE LEADERSHIP GROUP**  
*Culture by Design*

## CLIENT LIST:

- Astellas Pharma
- Canadian College of Police
- Financial Women's Association
- General Motors
- International Association of Human Values
- McGill University
- MoFo - Morrison Foerster
- Public Works and Governments Services Canada
- Roche Diabetes
- YPO/WPO - Young President's Organisation / World President's Organisation



## LEADERSHIP DEVELOPMENT E-PRODUCTS



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