



*Carolyn Butler-Madden*  
**THE SOCIAL PURPOSE ACTIVIST**





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# MANIFESTO





## **Carolyn is a woman on a mission...**

...to change the stunted view we have of business; a limiting view that puts profit as the driving purpose of business instead of the outcome.

**Carolyn believes business can and should be a powerful force for good in society.  
Her purpose is to make meaningful purpose – Social Purpose – a vital part of business in  
Australia and beyond.**

Her conviction for meaningful business purpose has led her to becoming an activist for Social Purpose. “Profit with Purpose” is her guiding mantra.

She has published two books on the subject and launched a podcast. She’s a passionate speaker and advocate for purpose-led businesses. Her own business, “The Cause Effect” is a B Corp Certified Purpose Consultancy through which she helps businesses of all types and sizes to navigate their path to purpose.

You can learn more about Carolyn’s background on Page 16.

**Certified**



**Corporation**

This company meets the  
highest standards of social  
and environmental impact





Carolyn believes that purpose should be the beating heart of an organisation.

*Inspiring and energising its people*

*Shaping its culture*

*Creating collaboration opportunities with partners*

*Building movements of change through its marketing*

*Driving innovation*

*Creating meaningful impact that stakeholders feel proud about*

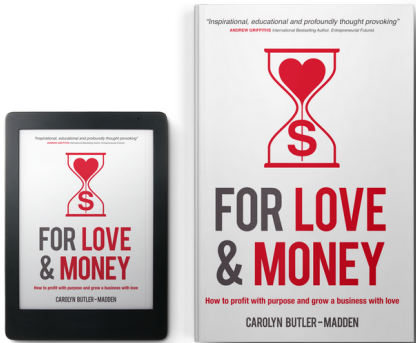
*And ultimately creating strong, resilient and human businesses fit for the twenty-first century.*

This belief inspires her range of speaking topics, workshops and masterclasses. And of course her wider work.



# SPEAKING TOPICS

## Brand Purpose: What's Love Got To Do With It?



Carolyn's latest book  
**"FOR LOVE & MONEY.  
How to profit with purpose  
and grow a business with  
love"** inspired this new Keynote  
topic.

Sharing a unique perspective on purpose, Carolyn makes the case for love being the most powerful driver of business success in the coming decade. She challenges her audience to understand that business has not yet realised its true potential and provides inspiring examples, showing how businesses driven by love, of people, planet and humanity, are achieving their full potential and leading the market.

This session also includes the first step you need to explore in order to start navigating your business towards its path to purpose.

### Takeaways

- The compelling case for love and purpose in business
- The opportunity for people, planet, society and business
- Understand the first step you need to navigate to get your business on a path to purpose

## Why Purpose? Why Now? Why You?

Stories of purpose in business are all around us today. Hopefully you're not just hurtling blindly towards developing a catchy purpose statement so you can say you've joined the ranks of Purpose-led organisations.

Equally, you shouldn't be burying your head in the sand thinking "this too shall pass", because it won't. Purpose is only going to gain more power as a business movement. So it's essential to understand why there is so much fuss about Purpose and where that leaves your business. Without understanding this, you're walking into a minefield. This session will answer these important questions.

### Takeaways

- The 5 forces driving Purpose onto the business agenda
- The evolution of Purpose and the business opportunity it presents
- Inspiration - who's doing it well
- The power of one in making change happen



# SPEAKING TOPICS

## Path To Purpose

**Why doing good is good for business and how to navigate an authentic purpose strategy.**

This session is for business leaders who want to understand how to go about building a business (and brand) with purpose, in a way that is authentic, strategic, sustainable; and delivers tangible social impact, as well as business growth. Here's what's included in this session

### Takeaways

- The 7 most common misconceptions about Purpose
- The 6-step methodology to strategically get your business and brand on a path to purpose
- 6 tips on getting it right and getting started

## The Power of One

**Seizing the moment to live a meaningful life. Why it's hard and why you should still do it.**

How understanding your own purpose in life changes the game for good. In this session, Carolyn shares her personal journey from Marketing Agency owner to Purpose Activist.

She shares the raw truth of her own path to purpose: how it unfolded, her "moment of truth", the highs and lows, including the hard realities she faced, and what she learnt along the way about herself and others; and the difference that having clarity of purpose created for her.

## Brand Story: Your Tale Of Love-Inspired Leadership

In this session, sharing examples and practical frameworks, Carolyn builds the case for your Brand Story being a story of leadership inspired by love.

The context: why we need emotionally driven leadership today

### Takeaways

- The importance of Brand Story in attracting like-minded partners and collaborators
- The six key elements you need to be clear on, before developing your Brand Story
- A simple and powerful framework to bring your Brand Story together





“

An engaging and inspirational speaker.  
Her knowledge and passion for the concept of social purpose runs deep.

HUNTER LEONARD, Founder & CEO Silver & Wise

”



[VIEW CAROLYN'S SPEAKER REEL HERE](#)



# MASTERCLASSES

## Start With WHO

Understand why WHO is essential to determine your WHY. Then learn how to identify who are your “People Like Us” – the first step to uncovering your Purpose.

## Find Your Social Purpose Sweet Spot

Identify 'why' your business exists beyond the profit delivered through its products and services

## Build Your Brand Purpose Blueprint

How to put purpose at the centre of your brand.

Develop the key foundations of your purpose-led brand, centred around a social purpose strategy





# TESTIMONIALS

"We recently partnered with Carolyn (once again) to facilitate a session at our annual company conference focussing on evolving our Purpose and Impact to create more opportunities for meaningful work.

It was a wonderful session and Carolyn really brought out the best of the group to create some really strategic and innovative ideas. We always love working with Carolyn, in addition to just being delightful to work with, she has a knack for really broadening our ideas and then showing us how we can make them come to life!"

**THE CLIENT - Nikki Beaumont**  
**CEO Beaumont People**

"Carolyn Butler-Madden is an engaging and inspirational speaker. Her knowledge and passion for the concept of social purpose runs deep. Not only will she inspire your attendees, but she'll also have you thinking carefully about doing good in the world through your business."

**THE AUDIENCE - Hunter Leonard**  
**Founder & CEO,**  
**Silver & Wise**

"Carolyn spoke to the Vodafone Foundation Board to inspire us on the topic of purpose-led companies. She was able to draw on her years of experience to produce a tailored, relevant and thought provoking presentation. Carolyn was articulate, engaging and made a strong case for the value of putting social purpose on the business agenda."

**THE CLIENT - Alyssa Jones**  
**Former Head of Vodafone**  
**Foundation**

# TESTIMONIALS

"Carolyn is an excellent speaker, she has a knack for understanding how her presentation fits into an event as a whole. She is open to feedback and can be malleable with her content delivery. Carolyn's demeanor on-stage is ever present, open, authentic and vulnerable. Carolyn tells stories which helps attendees connect to both her and the message she is delivering."

**THE EVENT MANAGER - Sammi Jaeger**  
Former Program and Special Events  
Manager at Dent Global

Carolyn is the subject matter expert on purpose with profit.

She's exceptional at outlining why companies should uncover their why and she enforces her message by sharing what great looks like.

**THE CLIENT - Pamela Bishop**  
Chief Operating Officer at  
Blooms The Chemist

"Carolyn Butler-Madden was a guest speaker at our Leadership meeting and presented a compelling and passionate presentation for social purpose as a key component of the business strategy. Carolyn was terrific, completely engaging and committed to making a difference, working with myself to craft the right presentation and understand the audience and the business to deliver the best outcome. I would not hesitate to recommend her for any organisation that is committed to a social purpose."

**THE CLIENT - Kristen McGrath**  
Former Associate Director Publicity and  
Promotions, 20th Century Fox Home Entertainment.



# FOR LOVE & MONEY BOOK & PODCAST



Purpose in business has become a common expectation, from employees, customers and investors. Yet many business leaders struggle to understand what it means for their business.

**For Love & Money** - Carolyn's latest book - offers clarity on the most recent evolution of organisational purpose. It equates the demand for purpose in business with social purpose. Business as a force for good. Sharing inspiration from businesses such as Intrepid Travel, Outland Denim, Patagonia, Unilever, PayPal and Future Super, this book makes a powerful connection between the two things that drive social purpose-led businesses (which are inextricably linked):

LOVE. Of people, planet and humanity. It's the raw emotion behind purpose. And MONEY. Profit and commercial success.

Why are they interlinked? Because when purpose drives profit, it offers a business the ability to play a bigger game; to be ambitious in the change you seek to create over the long term. Meanwhile you build a meaningful business for everyone involved; you attract passionately invested employees, customers, partners, suppliers and investors; and you build trust, the currency of a valued business.

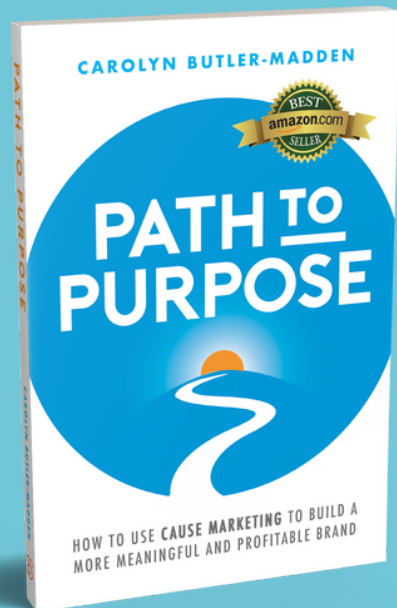
**The Podcast** expands on the book, featuring interviews with inspiring purposeful business leaders and sharing insights and inspiration.

# PATH TO PURPOSE BOOK

In Australia's first book on cause marketing, discover:

- Why doing good is good for business
- The science behind cause marketing
- Fourteen real-life examples of world-class cause marketing strategies from Pampers, Patagonia, Dulux, Virgin Mobile, ANZ, Zambrero, REI and more.
- A simple six-step methodology to develop and implement a powerful and authentic cause marketing approach for your brand.

Published in 2017, Path To Purpose was Carolyn's first book.





## MEDIA

Some of the publications that have published Carolyn's content.

**CEOWORLD Magazine**

**Governance  
Institute**  
of Australia

**Marketing**

**75 RetailWorld**

**The Green List**

**CMO**  
FROM IDG



**Women's  
AGENDA**



**Third Sector**

 **SmartCompany**

Kochie's  
**BUSINESS  
BUILDERS**

**Dynamic Business**

 **inside small  
business**



THE ETHICAL PUBLISHERS ASSOCIATION

# SPEAKING EXPERIENCE

Carolyn has spoken at a range of events privately and publicly





# SPEAKER BIO

## LONG FORM BIO < 200 WORDS

Author, speaker and Chief Purpose Activist at Purpose Consultancy, The Cause Effect, Carolyn Butler-Madden believes in a world where business is a force for good and brands drive profit through purpose.

She helps business leaders define their Purpose and embed it into their business and brand to deliver meaningful social impact AND competitive advantage.

Her mission is to make meaningful social purpose a vital part of business in Australia and beyond.

Carolyn has just released her second book "For Love & Money. How to profit with purpose and grow a business for love". She is also author of Amazon bestselling book, Path-To-Purpose, Australia's first book on cause marketing, launched in 2017.

Carolyn brings 30 years' international experience creating successful and internationally awarded marketing campaigns for some of the world's best brands. Over 18 years she owned and ran two agencies in Sydney, until quitting the agency world for consulting, to pursue her passion for social purpose.

Today, through her books, content, speaking, workshops and by implementing her Path To Purpose Program, she helps leaders of small, medium and large organisations understand and create strategies that drive profitable outcomes by creating positive social impact.

## MEDIUM FORM BIO <100 WORDS

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## SHORT FORM BIO <50 WORDS

Author, speaker and Chief Purpose Activist at Purpose Consultancy, The Cause Effect, Carolyn Butler-Madden believes in a world where business is a force for good and brands drive profit through purpose.

Her mission is to make meaningful social purpose, a vital part of business in Australia and beyond.

## AVAILABLE HI-RES IMAGES

ref: CBM001



ref: CBM002



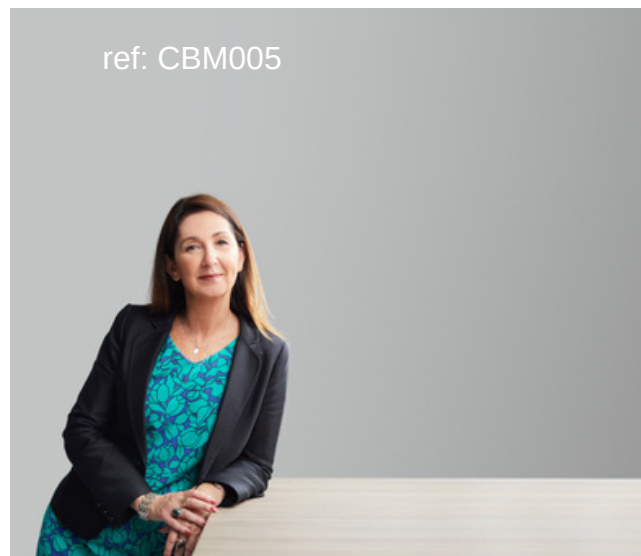
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ref: CBM005







**GET IN TOUCH TO BOOK  
CAROLYN FOR YOUR NEXT EVENT  
AND *INSPIRE* BUSINESS FOR GOOD**

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