

BOBBY *jones*

Short Bio

Bobby Jones, a pioneer in purpose-transformation in leaders and organizations, has been one of the driving forces in the worldwide movement towards conscious capitalism.

Having spent 25 years helping the world's most powerful brands drive growth and impact, Bobby has come to learn the critical principles and behaviors required of leaders to build resilient, adaptive and thriving businesses. Bobby's acclaimed best-selling *Good is the New Cool* books have become the go-to resources for C-Suites leaders across industries, providing the inspiration, data, and tools to lead and do business driven with purpose. His award winning consultancy, *Conspiracy of Love* is helping adidas, Ford, Haleon, Unilever, AB InBev, Mondelez, Diageo, PepsiCo and others activate their purpose to achieve inspired innovation, engaged employees, and new frontiers for growth.

Long Bio

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Bobby is a renowned international speaker whose keynotes and workshops deliver transformative results for leaders and their organizations. Within companies, purpose becomes a catalyst for work environments that inspire leadership, collaboration, and personal fulfillment. Leaders understand their purpose and how to bring it to life, fostering well-being, success, improved health, relationships, motivation, and resilience in their employees. This leads to increased engagement, innovation, and a deep sense of purpose, forging genuine connections and alleviating overwhelm. By unlocking their potential and fostering authentic connections, leaders and employees embrace their strengths, drive innovation and growth, and thrive in a purpose-powered setting.

For more information please visit: <https://www.bobbyjonesonpurpose.com>