Speaker Kit

CAROLYN BUTLER-MADDEN

> *"A future is emerging in which brands are driving profit through purpose; where business and marketing are becoming a powerful force for good. I'm on a mission to accelerate that process and to put social purpose on the agenda of every business leader in Australia and beyond".*

carolyn@thecauseeffect.com.au +61 419 404 579
carolynbutlermadden.com.au

THE CAUSE EFFECT

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

Hunter Leonard - Founder & CEO Of Silver & Wise

Carolyn is an Amazon #1 best-selling author, keynote speaker, marketing consultant and social activist! With 30+ years' international experience in the agency world, she's worked with some of the world's biggest brands including Pepsi, Cadbury, Caltex, Panasonic, Microsoft and Evian. During this time she owned and ran two independent agencies in Sydney, Australia.

In 2017, she left the agency world to pursue her passion for cause marketing and social purpose through her marketing consultancy, The Cause Effect. Today she specialises in *enabling brands to do well by doing good.* As *Chief Purpose Activist* of The Cause Effect, she uses speaking to deliver on her mission - to put social purpose on the business agenda in Australia and beyond.

VIEW CAROLYN'S SPEAKER REEL HERE

carolynbm

@carolynbm

Carolyn Butler-Madden

Speaking Topics

1 Doing Good is Good for Business

Consumers, employees and even investors today expect business to contribute to society. Discover why and how smart businesses are finding success by aligning their brands strategically with a cause to drive profit through purpose.

2 Find Your Social Purpose Sweet Spot

Why businesses should have a social purpose and how to define and articulate one that is strategically aligned to your brand.

3 Marketing to Millennials

Capture their hearts, minds and wallets. Learn about the trust gap and what Millennials expect from businesses today, as their employees and customers. Plus inspiration from the brands who are delivering on these expectations; and learn the 6 key steps to unlocking the full value of a purpose-led brand.

Carolyn is also available to run the following workshops for leadership teams of 'for profit' and 'not-for-profit' organisations:

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

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

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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
Program and Special Events Manager at Dent Global

"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 CLIENT - Kristen Mcgrath
Associate Director Publicity and Promotions, 20th Century Fox Home Entertainment.

"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
Head of Vodafone Foundation

"Carolyn brings knowledge, style and practical doing to her speaking events. She opened up opportunities I never realised were there and left me with a plan for how my brand can stand for a purpose."

THE AUDIENCE - Aideen Gallagher
Author, Speaker and Trainer in Manual Handling of People

CAROLYN HAS SPOKEN AT CONFERENCES AND EVENTS HOSTED BY...

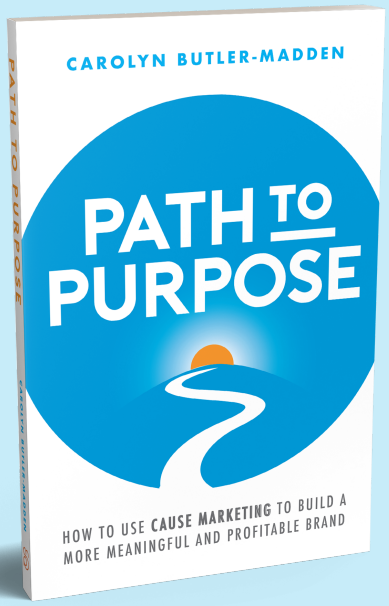
Dent
wcei women chiefs of enterprises international inspiring women leaders
vodafone
20th Century Fox
AGSM
Bambuddha WORKING HARD WORKING KIND
GA GENERAL ASSEMBLY
The Marketing Academy
LION

Media

CMO MARKETING | TECHNOLOGY | LEADERSHIP

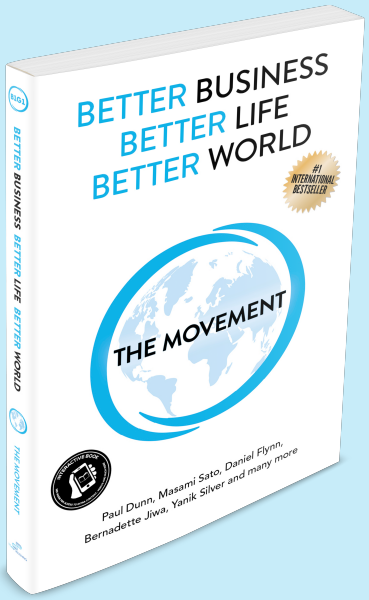
Marketing

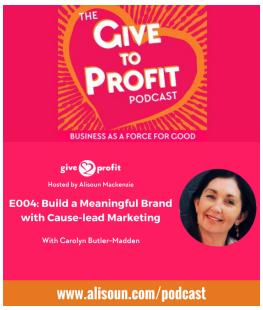
B&T



Carolyn is author of Amazon best-selling book **“Path To Purpose"** (Australia's first book on cause marketing). She's also co-author of the international best-selling book **“Better Business. Better Life. Better World. The Movement”**.

She has written for CMO Magazine, Marketing and BandT and has been interviewed on a number of podcasts in Australia, the UK and the USA.





Get in touch to book Carolyn for your next event

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