



Lisa McLeod is a global expert on purpose-driven business. She is the author of five books, including her bestseller: *Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud*.

Lisa has spent two decades helping leaders increase competitive differentiation and emotional engagement. She developed the Noble Purpose methodology after her research revealed, salespeople who sell with Noble Purpose, outsell salespeople who focus on targets and quotas.

Lisa is a former Procter & Gamble Sales Leader who founded her own firm, McLeod & More, Inc. in 2001. She helps leaders at organizations like Cisco, Roche, Volvo, and Dave & Busters drive exponential revenue growth. Lisa has keynoted in 25 countries and authored over 2,000 articles. She has made appearances on the Today show and the NBC Nightly News, and her firm's work has been featured in Forbes, The Wall Street Journal, and NPR.

Lisa's newest book, *Leading with Noble Purpose: How to Create a Tribe of True Believers* is a breakthrough book that shows leaders how to win the hearts and minds of their teams and customers.

Lisa McLeod

Speech Topics

- Women in Business
- Sales
- Personal Growth
- Negotiating
- Motivation
- Marketing



Testimonials

“Lisa McLeod helped us establish greater competitive differentiation in the market and improve emotional engagement with our team and clients. During the time we worked with her our revenue grew by 250%.”

- Chief Revenue Officer, Hootsuite .

“As an entrepreneur, I couldn't outspend the competition. Lisa McLeod helped us outsmart the competition with laser-like focus”

- Founder and CEO, G Adventures .