Talk With Haley Rushing of the Purpose Institute

Date:
March 27, 2019

The UA AdTEAM, the UA chapter of the American Advertising Federation, presents a talk with Haley Rushing, the Chief Purposologist and Co-Founder of the Purpose Institute. The talk is March 28 from 3:30-5 p.m at Arizona Stadium's Stadium Club East. The cost is $8 per person, or $2 for CatCard holders.

Rushing is the Chief Purposologist and Co-Founder of the Purpose Institute[1]. The Purpose Institute is dedicated exclusively to helping organizations discover and bring to life the Core Purpose at the heart of the organization and the Core Values that shape and define the culture.

She co-authored the Wall Street Journal bestselling book, "It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business is Driven by Purpose." This book guides leaders through their own journey of understanding the authentic Purpose at the heart of the organization and teaches them how to harness that purpose in order to make a real difference in the world. She is also a contributing author to "The Conscious Capitalism Field Guide: Tools for Transforming Your Organization," and a compendium titled "Perspectives on Purpose."

Haley has helped several of the country's most visionary organizations discover and articulate their core purpose and authentic core values, including Southwest Airlines, Walmart, Charles Schwab, GE Aviation, VF (Timberland, Vans, The North Face, Dickies+) and Whole Foods Market; non-profits like the American Council on Education and the American Red Cross; and numerous universities, including Texas A&M and the University of Texas. She's also a founding member and champion of Conscious Capitalism.

A native of San Antonio, Texas, Haley has a background in cultural anthropology from Vassar College and the University of Pennsylvania and studied alternative dispute resolution at the Wharton School of Business.

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Links
[1] https://thepurposeinstitute.com/