



# Jackie Dryden

**keynote speaker**

**author**

**chief purpose architect**

**inspired disruptor of C-suites**

**force of nature**

## INVENTIVE **FIRE STARTER**

**"When you live  
on purpose,  
you become  
unstoppable."**

**Need inspiration? You found it.** With a passion for helping others discover "why" and "what for," Jackie Dryden leads people to uncover and align with their purpose. But don't be fooled. Her purpose probing strategy packs a punch that shakes companies to their foundation. As a keynote speaker, author, purpose architect and coach, Jackie spends her days disrupting C-suites by provoking leaders to uncover the true reason that their company exists – beyond making money.

Jackie is no stranger to revolution. She broke ground when she led one of the few woman-owned advertising firms in a male-dominated industry. Her work for such brands as Popeye's, Verizon and Chevron has been recognized with hundreds of awards for creativity – from The New York Art Directors Show to National ADDYs to Clios and the Silver Microphone Award. A respected authority in the advertising industry, Jackie was recently inducted into the Southwest Advertising Hall of Fame.

For over a decade Jumpin' Jackie volunteered as a DJ on Radio Lollipop at Texas Children's Hospital in Houston. It was here where she reconnected with the grace, simplicity and beauty of how children approach life – even in the face of life-threatening illnesses.

She has published her unique parenting book, *Just Me: What Your Child Wants You to Know About Parenting*, and her business book, *Get Your Head Out of Your Bottom Line and Build Your Brand on Purpose*. Jackie has also had numerous articles published in Forbes, most recently – Why it's Important to Play Your Way to Purpose.

Jackie has appeared on NBC, CBS and FOX as a guest on multiple TV shows. Her presentations, workshops and facilitation bring audiences to the intersection of human behaviors and business success.

**Jackie has a passion for helping people understand how to connect with their authentic truth. She shares her wit and wisdom at conferences and meetings of all sizes.**

[www.savagebrands.com/firestarter](http://www.savagebrands.com/firestarter)

**"Everyone needs to  
hear this presentation.  
Everyone. Absolutely  
THE most amazing  
session I have attended  
at an IABC conference."**

BRANDY HOLLOWELL,  
IABC MEMBER

# KEYNOTE

## TOPICS



### Jackie Dryden // Chief Purpose Architect

[youtube.com/watch?v=5taEwNFpXEA](https://youtube.com/watch?v=5taEwNFpXEA)



#### LOVE EVERY MONDAY

**Finding meaning in your work.** // What if you looked forward to every Monday? Imagine the joy of working with a group engaged in doing something of value for others, with people you trust, for a company that is admired. How can you determine if you are in the right position, doing the right job, for the right people? Jackie will show you how to make this dream a reality and actually look forward to the first day of your work week – every week.

[youtube.com/watch?v=Rh9Kijmr8eQ](https://youtube.com/watch?v=Rh9Kijmr8eQ)



#### PLAY YOUR WAY TO PURPOSE

**Unleashing your creative brain.** // Why would you want to take the time to experience, as an adult, the magical times of childhood? Most of us don't recognize the importance of allowing more play into every day. Access to play relaxes you and slows down your nervous system. It unlocks places in the brain that we have all left dormant for too long. And play is a wonderful gateway for reconnecting with your true purpose in life. Jackie gives you permission to play again, and helps you unabashedly access that which makes you unique and limitless.

[youtube.com/watch?v=WEp-CAYklq8](https://youtube.com/watch?v=WEp-CAYklq8)



#### GET YOUR HEAD OUT OF YOUR BOTTOM LINE

**The path to building a purposeful brand.** // If you believe that the purpose of a company is to provide something of value to the world and you're interested in knowing more about how purposeful companies attract the best employees, build lasting relationships with their customers, and differentiate themselves from their competitors – then you are ready to begin reaping the benefits of building your culture on purpose.

#### SCAR POWER

**Discovering the potential in your pain.** // Think about your worst scars and what caused them. Are you hiding them, ignoring them or using them as a crutch? Most of us have painful scars that are invisible to others. And they are generally caused by our greatest challenges in life. It may be time to re-examine these wounds and uncover the hidden gifts they offer. Let Jackie take you on a journey that will expose the power in your scars and show you how to use your pain to guide you to a life filled with purpose and meaning.

#### 5 THINGS KIDS WISH YOU KNEW

**What would our children and our students tell us if they had the words?** // Jackie has tapped into the hearts and minds of today's youth. Through poignant stories and straightforward talk, Jackie shares critical information that every parent and teacher needs to know. You may be reminded, you may be surprised – you will be moved. And all of our children will benefit.

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# WORKSHOPS

## PLAY LIKE A SAVAGE

CONNECT  
TO THE POWER  
OF PURPOSE  
THROUGH PLAY



**Jackie Dryden** // Chief Purpose Architect

**Unleashing your creative brain.** // An interactive experience designed to help you access the positive powers of play and reconnect with your true purpose. Discover engaging ways to let your hair down and ignite your creative brain through exercises that connect your “everyday” mind with your more playful, authentic self. Clay, crayons, wordplay, and teamwork are all infused into this event. But Savage Play isn’t about the medium. It’s about the message.

The message is built around the science of play. **“Play is something we don’t do enough of in everyday life – and it’s something that’s especially missing from our day-to-day work lives.”** Even creative jobs can become rote when enthusiasm and sense of discovery are lost. One’s personal purpose – the sense of inner direction that pushes you to do your best work – is the single most important element in keeping your work (and lives) moving in positive directions. Play is an access door to what makes us ourselves. It reveals your gifts, enhances your work, and drives surprising realizations about what you were put here to do and be.

Play is beneficial for individuals, groups and teams. When you bring together individuals who have reconnected with their personal purposes with a group committed to be the most open, explorative, creative versions of themselves – you build a team that delivers powerful results.

Play opens a door and a chance to ask, “What was my purpose in the world before I worked in it?” Wake up your playful inner child and reconnect with your sandbox self – your recess-loving, puzzle-solving, wonder-filled real self. Come play like a Savage! (But BYO juice box.)

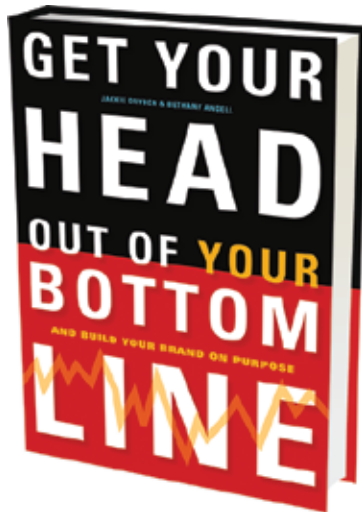
**“Programs by Jackie are paradigm shifting.”**

— LAUREN PLASKONES  
HARVEST DESIGN



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# AUTHOR



## Jackie Dryden // Chief Purpose Architect

### GET YOUR HEAD OUT OF YOUR BOTTOM LINE AND BUILD YOUR BRAND ON PURPOSE

Build your success on what you stand for. This popular business book emphasizes the importance of leading with purpose before profit and offers a practical methodology for creating a powerful and purposeful brand. Targeted at CEOs and business leaders.

**"A must read for understanding that when you have an entire organization rallying around and lifting up your organization's higher purpose, that's when the magic happens—that's when everyone associated with your company can THRIVE."**

—KIP TINDELL  
CHAIRMAN AND CEO, THE CONTAINER STORE

**"I love your book title; your message; and your description of how to achieve a purpose-driven organization. Everything that you espouse, Southwest Airlines has tried to embody."**

—HERB KELLEHER  
FOUNDER AND CHAIRMAN EMERITUS, SOUTHWEST AIRLINES

**"We live in an age of paradox. Viktor Frankl taught us that happiness cannot be pursued; it ensues. It is the outcome of living a life of meaning and purpose. Likewise, profits should not be pursued; they result when a company has a noble purpose and pursues it with diligence and caring for human lives. Jackie and Bethany describe their approach as "Savage Thinking." It is in fact deeply human, inspiring, and practical. Read this book to understand how to reinvent your business and align your Purpose with the deepest imperatives of our times."**

—RAJ SISODIA  
AUTHOR, CONSCIOUS CAPITALISM & FIRMS OF ENDEARMENT

### JUST ME

Out of the mouths of babes. Heart-warming parenting advice shared from a child's perspective. Targeted at parents, teachers and education professionals.

**"Enough of the psycho-babble about parenting! This simple concise book is the instruction manual that should come with every child. It can eliminate years of therapy by showing you how to listen and understand your child from day one. *Just Me* is a compelling little read written from a child's silent perspective. And it shouts out 'JUST READ ME!'"**

—PAULA R. RANDALL  
MOM/STEP MOM OF FIVE, FREELANCE WRITER/PRODUCER

**"Jackie is a genius! If parents would heed just half of these forty-three axioms, I (and Dr. Phil) would have much less to do as a clinical psychologist! These are not *some* of the answers to preventive mental health care, these are *all* the answers! Bravo!"**

—ROBERT N. WEINBERGER, PH.D.  
CO-FOUNDER, NATIONAL PARENTS' NETWORK

**"Where was this book when I was raising my children? This is a new map for navigating the complex minefield of parenting today."**

—CAROLYN WEAVER  
MOTHER OF THREE AND GRANDMOTHER OF FIVE





# FIRE STARTER

**Jackie Dryden** // Chief Purpose Architect

## A SAMPLING OF PLACES JACKIE HAS SHARED HER INVENTIVE FIRE WITH

### Companies

Southwest Airlines  
Brookdale Communities  
Comerica Bank  
Earthcolor Printing  
Goodwill Industries  
March of Dimes  
Mary Kay Cosmetics  
MD Anderson Cancer Center  
Port of Houston  
Service Corporation International  
Texas Children's Hospital  
Insperity HR  
Diamond Offshore  
TBG Landscape Architects  
McDermott International  
Murphy Oil Corporation  
InkJet  
Iberia Bank  
BoyarMiller Attorneys at Law

### Associations

American Advertising Federation (AAF)  
American Marketing Association (AMA)  
Direct Marketing Association (DMA)  
Downtown Houston Association  
Financial Women's Association  
Ft. Bend Association of Realtors  
Greater Houston Builders Association (GHBA)  
Houston Apartment Association  
Houston Culinary Guild  
Inventors Association  
Houston Society of Associate Executives  
Meeting Planners International (MPI)  
Texas Association of Realtors  
Urban Land Institute (ULI)  
Vistage Executive Network

### Conferences

Conscious Capitalism National Conference  
Trinity University Women's Leadership Summit  
IABC Southern Region Conference  
Gulf Coast Symposium on HR Issues  
National Women's Council of Realtors  
National Women in Business  
SMPS Southern Regional Conference  
AAF Regional Conference

### Media

Jackie has appeared on NBC, CBS and FOX.  
Jackie has had recurring appearances as a guest contributor to TV and radio shows.  
Jackie has been featured in media stories across the country.

## ONLINE LINKS AND VIDEO

### Speaker / Author Information

<http://savagethinking.com/jackie-dryden/>

### Sample Forbes Article

<https://www.forbes.com/sites/forbesagencycouncil/2018/04/03/three-lessons-on-leadership-straight-from-the-land-of-oz/#f13c57065122>

### Sample Blog Post

<http://savagebrands.com/are-todays-business-leaders-losing-their-vision/>

### Sample Blog Post / PLAY

<http://savagebrands.com/category/innovation/>

### Sample Promo / Speaking at Conscious Capitalism 2017

<https://www.consciouscapitalism.org/people/jackie-dryden>

### Sample Video "Love Monday" YouTube

<https://www.youtube.com/watch?v=5taEwNFpXEA>

### Sample Video "The Power of Play" YouTube

<https://www.youtube.com/watch?v=Rh9Kijmr8eQ>