

Lisa MacCallum

Former Vice-President at Nike & Founder of Inspired Companies

Lisa MacCallum is an internationally recognised leader in brand strategy, reputation and trust, and purpose-driven business. As President and Founder of Inspired Companies, she helps businesses navigate today's fast-moving, high-expectation stakeholder economy with distinction and results—a roadmap outlined in her book *Inspired INC.: Become a Company the World Will Get Behind*.



A former Vice President at Nike, Lisa spent nearly two decades in global leadership roles spanning Apparel, Corporate Strategy, Sales, Retail, and Community Impact. She authored the widely celebrated report *Designed to Move: A Global Physical Activity Framework for Action*, adopted by businesses and policymakers in the USA, UK, Brazil, China, Australia, and Russia.

Lisa serves as a non-executive director for public companies in Australia, Japan, and India and is a Young Global Leader Alumni of the World Economic Forum. A popular keynote speaker, she enjoys sharing insights on distinctive brands, high-performance cultures, and the stakeholder economy.

New Business Paradigm. New Rules

Most companies are a tweet or YouTube upload away from disaster and chaos. Lisa addresses the new operating paradigm faced by business today and delivers a compelling and inspiring point of view on how to turn it into advantage.

The new C.E.O.s in charge of your business

Consumers, Employees and Outsiders can make or break a business faster than ever before in history. That's why Lisa gives them the most powerful title in the business: The new C.E.O.s. They're looking for inspiration and authenticity and have the tools, networks, voice and motivation to demand it. Ignore the new C.E.O.s and you'll only fuel their collective will to work against you. Embrace the profound shift in marketplace power and you'll create a company with a resilience, agility, brand distinction and level of competitive advantage that will leave everyone else behind.

Inspired Profit

Oxymoron or 21st Century Advantage? It costs a lot to be uninspired today. Employees, customers, regulators, civil society, media and investors are very real and expensive threats when they are

not onside and especially when they become a crowd. Inspired Companies have a decidedly different profit-making experience than uninspired ones. With the crowd onside fueling their success, they make very, very good money. This session covers what it takes to get them onside, how it translates into three big competitive advantages and what that tangibly means for your bottom line.

Business with the world onside

How about that for a change? The corporate sector has been defined by the worst of business for a very long time. As a new generation of leaders emerges that is pre-wired for a more connected, more collaborative and inspired approach to business, we remain infinitely optimistic that a new legacy for the corporate sector is in sight. This session explores what has changed that makes it the most lucrative time in history for the best of business to emerge.

The Future of Business (that's already here)

To compete today, companies must stand for ideas bigger than profit. A society wide trust crisis has collided with a social media revolution and flung us into a turbulent, chaotic and confusing moment in corporate history. Many of the ways we succeeded in the past don't work anymore and we need answers. Fast. In this session Lisa lays out what's changed and what companies need to do to compete and succeed today.

Inspired Company Advantage

Your business has a mission with many winners. You lead and execute it with passion. You are unapologetic in your refusal to be railroaded by existing systems or corporate norms. You are committed to doing the right thing. All of your profits are derived from your Inspired Mission, not from penalizing customers or other stakeholders. Traditional company outsiders and broader society become as invested in your success as you are. Financial markets react to you - not the other way around. That's a company the world can get behind. A company the world wants to see win.

Using a concrete and tested framework, peppered with bite-size examples from around the world, Lisa will walk you through how to create one.

Resilience. Agility. Distinction. Advantage.

These are the elements of 21st Century competitive advantage. In this session Lisa reveals very practically what it takes to deliver them in a world where market power dynamics have changed profoundly, and the rules are being reset every day. She'll show how the active support of a broad base of stakeholders translates into competitive advantage and superior financial performance.

The Inspired Company Advantage

What does it take to succeed in today's high-speed, increasingly digital marketplace where stakeholder expectations are higher than ever?

In this transformational leadership session, Lisa will discuss some of the key building blocks for

success and how they lead to more resilient, distinctive and competitive organizations.

In a time where traditional answers are no longer working, her practical guidance and clarity of the path forward is uplifting, motivating and clarifying.

Rebuilding Trust & Business Resilience in a New Power Era

In an age where trust is at an all-time low and marketplace power dynamics have shifted, Lisa MacCallum delivers a compelling perspective on how companies can thrive amidst rising stakeholder expectations. With extensive experience working with global organisations, Lisa will challenge conventional business thinking and provide actionable insights on building authentic, resilient brands.

Key Speaking Points:

- **The Erosion of Trust & the Rise of the New CEOs**
Trust in institutions, companies, and leaders has hit record lows. Employees, Customers, and Other external stakeholders—what Lisa calls the ‘New CEOs’—now have the power to build or break companies at unprecedented speed.
- **The Employee Factor: Your Strongest (or Weakest) Brand Asset**
Employees are now the most trusted source of company information. Platforms like Reddit, Glassdoor, and The Layoff.com have amplified their voices, making authenticity and workplace culture critical to brand reputation and success.
- **From Words to Action: A Business Imperative**
Today, saying something is no longer enough—companies must prove they mean what they say. Lisa will share a framework for Inspired Action, built from a decade of analysing companies that have successfully turned principles into measurable business outcomes.
- **Brand Authenticity & the Roadmap to Trust**
The pathway to rebuilding trust begins with clarity—companies must be unshakable in what they stand for and ensure every action aligns with those values. Lisa will offer practical insights drawn from global examples. This high-impact session is designed for C-suite leaders and decision-makers navigating a world where transparency, trust, and authenticity are non-negotiable. Attendees will leave with a fresh perspective and a strategic roadmap to future-proof their businesses.

High-Performance Brands - Connecting Client Experience, People & Innovation

In today's world, where innovation must challenge complacency and businesses are defined by their ability to disrupt, Lisa MacCallum delivers a powerful perspective on the critical connection between client experience, employee experience, and brand performance. With extensive experience working with global organisations, Lisa will challenge conventional business thinking and provide actionable insights on how companies can create impact by sparking different thinking, embracing bold innovation, and driving meaningful change.

Key Speaking Points:

- The New Marketplace Reality & the Power Shift
High-performance brands are no longer built on marketing and PR alone. Employees, customers, and external stakeholders—what Lisa calls the ‘New CEOs’—now hold the power to define brand reputation and client experience.
- Beyond Complacency: Employees as the Core of Brand Innovation
Employees are no longer just part of the system—they are the system. Their engagement, insights, and trust drive innovation, shape company culture, and ultimately determine brand strength. Lisa will explore how organizations can push boundaries by harnessing employee impact.
- From Words to Action: How to Build a Brand That People Get Behind
Today’s most successful businesses aren’t just talking about purpose and values—they confidently and powerfully live them. Lisa will share a roadmap for turning corporate aspirations into tangible, high-performance outcomes that inspire customers and employees alike.
- Breaking the Status Quo: Trust, Disruption & Reinventing Business as Usual
Trust is the foundation of high-performance brands, and it is built through clarity, consistency, and courageous decision-making. Lisa will provide practical insights into how organizations can disrupt outdated models and create brands that thrive in a stakeholder-driven economy.

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