



Justin Jones-Fosu

Keynote Speaker
Author of *Your WHY Matters NOW*
Social Entrepreneur

JUSTIN'S BIO

Short Version

Justin Jones-Fosu, MBA, CSP is a full-time family man who also happens to be a highly sought-after business speaker, social entrepreneur, and meaningful work researcher. He is the founder and CEO of Work. Meaningful. where he combines over a decade of leadership in Fortune 500 companies, his real-life experience and research to help global organizations create new rhythms of sustainable excellence, profitability, and engagement. Speaking over 60 times a year, Justin speaks and leads workshops and training with companies, organizations, and associations in the US and internationally on meaningful work and workplace engagement.

He is passionate about helping organizations and individuals take ownership of their mindset, purpose, and performance to achieve amazing results. His latest book "Your WHY Matters NOW: How Some Achieve More and Others Don't" challenges the reader to merge their purpose and productivity to get more out of work and life. He is all about turning events into memorable and action-oriented experiences with his humorous and engaging delivery as well as with his research-based content!



JUSTIN'S BIO

Long Version

Justin's foray into the world of business started with running his own business while still in elementary school, dishwashing at 14 and culminated in a leadership position in a top financial firm. In this position, Justin encountered the same workplace emotions your people face every day - wondering if their work has meaning? He focused on all the things that were happening to him, looking for external reasons why he was disengaged and unmotivated. An otherwise driven employee, Justin was now loving 5 pm, weekends and vacation time more than his work.

Everything changed when he asked himself two simple questions:

- *"Who is the only person I can control?"*
- *"What do I want to get out of this experience?"*

These simple questions shifted his perspective. He began showing up to work differently. He stopped trying to find his passion and started being passionate about where he was. Promotions and leadership roles followed quickly as Justin discovered the power of bringing his meaning to work instead of looking for meaning in work.

Now with over a decade of leadership in Fortune 500 companies, providing workshops to organizations, and keynote speaking; Justin uses his real-life experience and research to help organizations create new rhythms of sustainable excellence, profitability, and engagement. He currently speaks 60-70 times per year.

Justin was featured in EBONY Magazine as "30 Young Leaders on the Rise" in 2008, SMART CEO Magazine, the Baltimore Business Journal and is the author of *Your WHY Matters NOW: How Some Achieve More and Others Don't*. A loving father of 2, a committed husband, Justin is a dual citizen of Ghana and the United States. His family is proud to call Charlotte, North Carolina home. Justin makes his Work Meaningful by donating a part of every engagement toward educational initiatives in Ghana.