



*purpose*

*engagement*

*performance*

*millennials*

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# Jullien's Bio

Jullien Gordon is a **PurposeFinder** who helps high performers understand why they perform high and lower performers learn how to perform high. He has an uncanny ability to help **employees think like entrepreneurs** by applying business principles to their own lives and work so that they can understand value creation on an organizational and individual level.

He was trained at the **Stanford Graduate School of Business** where he focused on organizational behavior, high performance leadership, strategy, and entrepreneurship. After earning his MBA, Jullien became head of Talent Recruitment at Management Leadership for Tomorrow where he was charged with the responsibility of growing their talent pool for their two flagship programs—MBA Prep and Career Prep.

His career leadership has allowed him to consult for corporations and non-profits on employee motivation, engagement, and high performance.

He believes:

- Our careers and companies can offer us a source of **meaning and money**
- Seeking to give more than to take is the best way to **create true value**
- High performance is the key to organizational and economic growth

In his storied career, Jullien has demonstrated **high performance** on countless occasions:

- Speaking at 60+ companies, business schools, non-profits & colleges nationwide and being invited to speak at TEDx three times
- Writing 4 books on topics including Career Advancement, Finding Purpose, and Personal Productivity—one of which he wrote in 30 days
- Earning his MBA and Masters in Education from Stanford University at the age of 25 and his BA from UCLA in 3 years
- Growing a profitable company and consulting practice in less than 18 months with just a few thousand dollars and an administrative assistant in the worst economy since the Great Depression
- Creating four national movements via Potluck, Driving School for Life, 30 Day Do It Groups, and his Route 66 Tour
- Being featured at Forbes, Under 30 CEO, Business Insider, and Black Enterprise

He is committed to helping every American D.R.E.A.M. awake. He defines D.R.E.A.M. as having one's **Desired Relationships, Employment, And Money**. While most people only have one or two of the three, Jullien teaches people how he has created a life that has an abundance of all three by helping them discover their life's work instead of settling for work-life balance.

# Trainings

## The Innerview

An interview is a conversation between an employee and a potential employer. The Innerview is a guided conversation between an employee and their highest self. Through this innovative introspective process, employees begin to understand their unique **Cycle of Higher Performance** so that they can increase their productivity, engagement and value to their customers, colleagues, and the company. Employees excavate their **Proudest Professional Moment**, create **Professional Dashboards**, a **Career Vision & Plan**, and an **Aspirational Resume**.

## The Cycle of Higher Performance

Your employees dictate your value. What if they all truly understood your business model in less than a day? In this economic environment, the highest performing employees will be those who think like executives and deliver like employees. **The Cycle of Higher Performance** for organizations is essentially a **One Day MBA**—it simplifies your organization's business model so that everyone can understand how their job fits into the larger business. They will also learn the **Give Get Gift Gain Framework**, **The 5 Company Capitals**, and **The 5 Whys** for problems solving and meaning making.

## How To Motivate Millennials

Employee loyalty is an ancient concept, especially for millennials. The secret to retaining millennials is counterintuitive. It's not pay or power—it's positioning. If you help position millennials for what's next, they will ultimately stay longer. Millennials only want three things:

1. To **create value** (autonomy, solve meaningful problems),
2. To **be valued** (recognition, more responsibility), and
3. To **do work that aligns with their values** (feel like their work is changing the world)

This training positions leaders of millennials to lead like mentors and help young professionals take control of their careers and maximize the professional growth opportunities already available to them.

## Case Study

In 2011, PwC invited Jullien to be a part of their Discover program for new Senior Associates to help them navigate their next phase of leadership and life. Jullien worked closely with PwC to customize a training and keynote that aligned with the program goals. The program is designed to increase retention and engagement of millennials who think differently about their careers than any generation before. The event is 5 times a year and Jullien has been booked through 2014.



# Testimonies

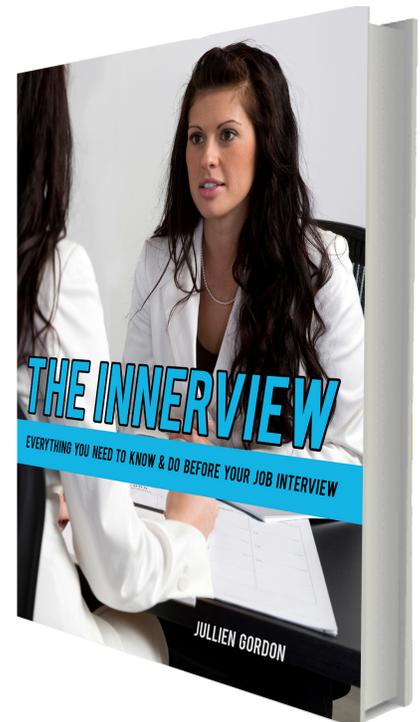
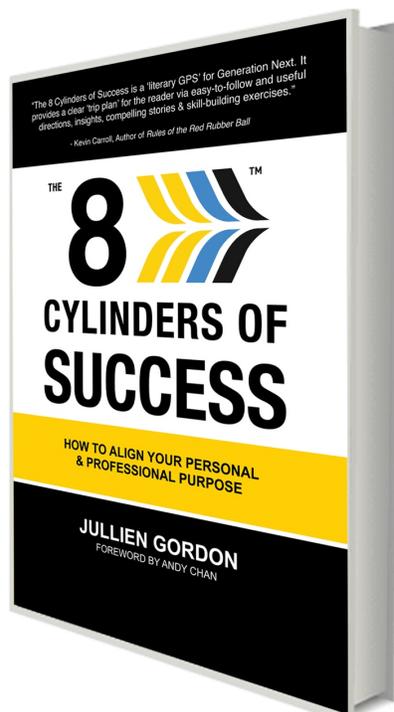
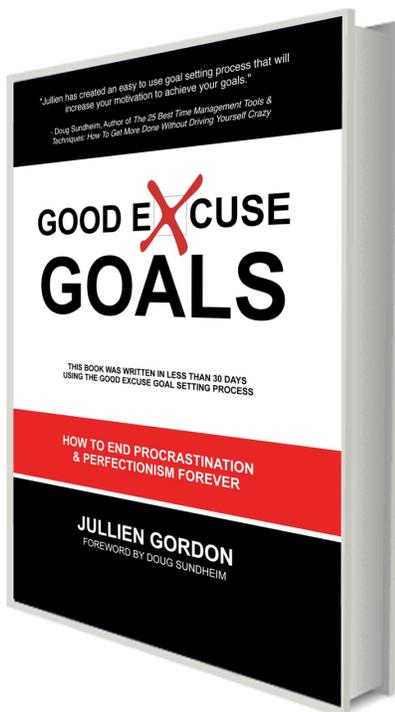
*"Jullien has a rare depth of understanding about what it truly takes to actually change in a world that likes to chat about change, sugar-coat what it truly means to "change" and fails to understand the skills involved and available to monumentally change an organization. Jullien has bucketfuls of empathy and patience. He richly knows the challenges involved and it allows him to "stay" with students as they wrestle their way through all the traps and pitfalls of the mind that fight against your success for the presumed security of the status quo. Jullien is empathetic because of his own rich journey."*

**Pip Coburn, Coburn Ventures**

*"Jullien's presentation with students at the Ross School of Business was a fresh take on the pursuit for a fulfilling career. In working with students to help define their passions and subsequently make a plan, participants left energized and inspired to reach further to better align their personal and professional goals. Both interactive and approachable, Jullien was able to allow participants to feel comfortable enough to have a candid discussion on what they want out of their professional lives, and how to effectively reach it. Jullien's work to help identify and outline personal purpose is important, transformational, and the perfect compliment to business education."*

**Rachel Brooks, University of Michigan Ross School of Business**

# Books



[www.julliengordon.com](http://www.julliengordon.com)

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gordon  
HELPING EVERY AMERICAN D.R.E.A.M. AWAKE