

Lead with purpose.  
Drive engagement.  
Improve performance.

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## ACHIEVE MORE BY DOING LESS

### What if you could get back 7 hours a week?

What if your entire organization could add 7 hours a week per employee? What could you do with that time: day-to-day and over months and years?

My work, grounded in proprietary research, uncovers the hidden time drains and low-value tasks that quietly sabotage performance, trust and engagement. My **TEDx** talk with nearly 1.2 million views" highlights how our overstuffed schedules are negatively affecting individuals and organizations.

After 8 years of testing and refining, I created the Busy Busting Framework, a science-backed model that reduces decision fatigue, eliminates low-value activities, and drives meaningful gains in productivity, health, and engagement.

Today with 25+ years of corporate experience with brands like BlueCross BlueShield, USA Today, United Healthcare, and Materion International I help leaders, teams and associations break free from the hustle culture.

### Hi, I am Peggy — a busyness addict in recovery.

As a keynote speaker, researcher, and expert, I show how hustle culture isn't just wrecking our well-being—it's limiting what we can truly achieve.

As a former "busyness addict," I experienced firsthand the steep cost of Time Poverty —professionally and personally.

My research and experience have fuelled a personal mission to help leaders and teams improve their success by working with more intentionality.

### Peggy Sullivan

Corporate Performance Expert |  
Keynote Speaker



“Peggy is an unforgettable speaker.”

Google

German Santana, Head of Revenue Google



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## KEYNOTE TOPICS

### **Peak Performance:** Achieve More by Doing Less

In today's hustle culture, we're expected to do more with less—and fast. I reveal how to escape “time poverty” and reclaim clarity using my Performance by Design Framework. Audiences learn:

- Why busy isn't better with proprietary data and case studies.
- How to eliminate time poverty with the 3-step Performance by Design Framework: Subtraction, Mojo Making, Values Vibing.
- Practical micro-actions that create macro impact—achieving peak performance without burnout.

### **Purpose-Driven Leadership:** Meaning Over Mayhem

Leaders often get stuck in tactical overload at the expense of strategy and purpose. This keynote provides a clear roadmap to eliminate bottlenecks, align teams, and lead with intention. Audiences learn:

- My Meaning Over Mayhem Framework to fuel productivity and engagement.
- The shift from time management to values management for a more meaningful life.
- How to inspire teams to connect with their “why” and thrive under pressure.

### **Employee Wellbeing:** Mojo Making

In today's fast-paced world, well-being is a necessity—not a luxury. This high-energy keynote shows how to unlock human potential by tapping into the science of happiness and putting wellness at the forefront. Audiences learn:

- How to diagnose and eliminate low-value, energy-draining activities.
- Why happiness is a biological enabler that improves focus, mood and overall energy.
- Simple, science-backed rituals to reduce stress, build resilience, and spark sustainable success.



“An amazing energizing  
thought provoking session”

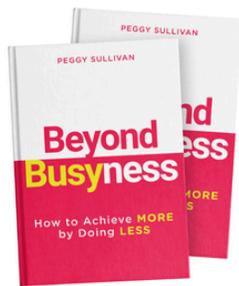
**Johnson&Johnson**

Pam Duda, Leadership Excellence

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My work has been featured on global stages including Ernst & Young and trusted by organizations like Google, Bank of America, Johnson & Johnson, and Harvard University.

I am also the bestselling author of *Beyond Busyness: How to Achieve More by Doing Less*.



## **Busy Busting Framework**

My proprietary 3-step model helps audiences redesign work and life with intention:

- **Subtraction** — Eliminate low-value activities and time drains.
- **Mojo-Making** — Create intentional happiness rituals that spark energy.
- **Values Vibing** — Align actions with core values to prioritize what truly matters.

## **Proprietary Research**

- 79% of professionals feel disconnected from purpose → I show leaders how to restore it.
- 94% say they don't have time for true priorities → I equip them to design time intentionally.
- 80% report stress and poor mental health → I provide tools to prevent burnout and build resilience.

## **Impact in Action**

A service team improved call resolution rates by 33% in six weeks after adopting my Happiness Rituals.

## **Speaking Inquiries**

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