



BIO

Tru is a devoted family man, an accomplished business leader, engaged community leader, and award-winning marketing executive. As a speaker, author, consultant, and coach, Tru's primary areas of expertise include Revealing Purpose, Millennial Insights, Leadership Development, and Inclusion Strategies.

In addition to heading up Tru Access, Tru also serves as a charter member of Building Bridges, which is a partnership group with the Cary Police Department that focuses on building & maintaining healthy relationships between Law Enforcement Officers and the diverse communities that they serve. Tru has also held executive leadership positions with the nation's top advertising and marketing agencies and is a regular speaker at conferences, corporations, colleges, and churches across the country.

“GPS TO PURPOSE”

Research studies show that true happiness occurs from the inside out. It's not money or 'things' that give us true happiness; it's the experience of being able to do what we love and have been 'called' to do with our lives. Money and things are just temporary role players to help enhance those experiences along the way.

People are not only seeking purpose in their personal lives, but they want to align themselves with organizations that have, and provide them with a sense of purpose. What is your brand or organization's purpose?

This session equips organizations with the insights, process, and tools to discover their unique Brand Purpose, while simultaneously empowering its team members with the understanding of how to discover their own individual purpose, and how that aligns with and helps to fuel the overall Brand Purpose.

