

TRU PETTIGREW

SPEAKER • AUTHOR • CONSULTANT



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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 Leadership, Purpose, Cross-Generational Team Building, and Diversity & Inclusion.

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.

“LEAD WITH PURPOSE”

“Leadership is the process of influencing people by providing them with *purpose*, vision, and direction to accomplish the mission for the greater good of the group, family, or organization. And when purpose is not present, dysfunction is inevitable.”

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. People are seeking to align themselves with brands and organizations that “Lead With Purpose.” Learn how to become one of those organizations.

This session equips organizations with the insights, process, and tools to effectively Lead With Purpose, while simultaneously empowering its members to do the same. Benefits include increased productivity, elevated morale, and a more inclusive and collaborative culture.



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