

Introducing

PEGGY
SULLIVAN

PRODUCTIVITY STRATEGIST |
KEYNOTE SPEAKER | CREATOR OF
THE BUSY-BUSTING FRAMEWORK



INKWELL *ink* MGMT

Lead with purpose.
Drive engagement.
Improve performance.

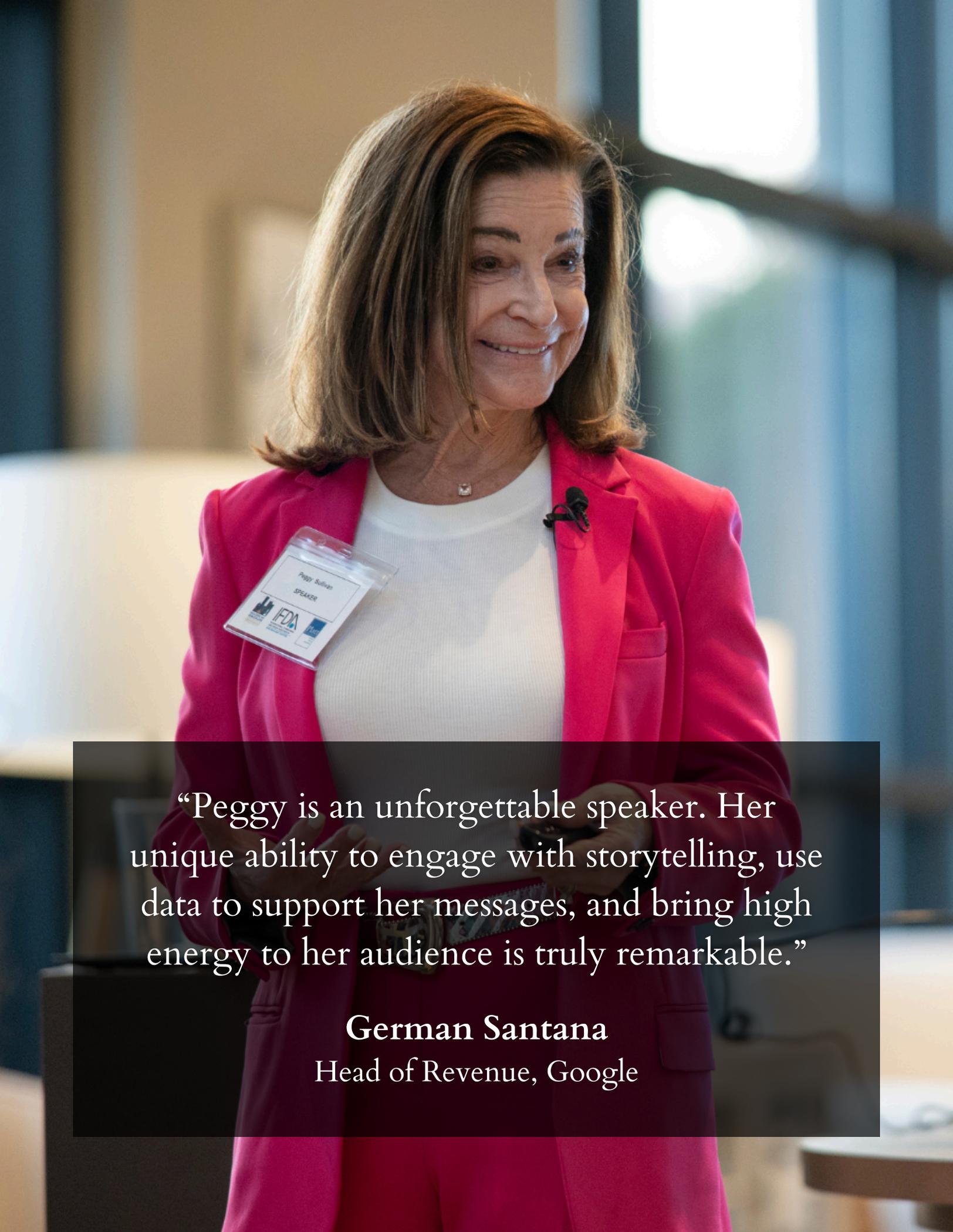
I'm a keynote speaker, productivity strategist, and workplace transformation expert who helps high-performing professionals and organizations break free from the "busy trap" and reclaim time, clarity, and focus.

With over 25 years of executive leadership experience at Fortune 100 and 500 companies—including BlueCross BlueShield and Materion Advanced Materials—I understand the hidden toll of time poverty, mental multitasking, and cognitive overload in fast-paced work environments.

As a former “busyness addict” turned intentional living advocate, I created the Busy Busting Framework—a research-backed system designed to reduce decision fatigue, eliminate low-value activities, and drive results without burnout. My work speaks directly to those experiencing achievement fatigue, executive time scarcity, and emotional labor overload, especially women navigating high-stakes roles. I deliver powerful keynotes, retreats, and workshops that explore the ROI of intentional time investment, the cost of urgency culture, and how to achieve peak performance without burnout. Whether I'm helping teams redesign their calendars for focus or guiding mid-career professionals to set empowered boundaries, my approach is both strategic and deeply human.

Known for my energy, humor, and data-driven insight, I inspire measurable change across industries—helping people and organizations do less, better.

ABOUT PHEGGY



“Peggy is an unforgettable speaker. Her unique ability to engage with storytelling, use data to support her messages, and bring high energy to her audience is truly remarkable.”

German Santana
Head of Revenue, Google

PEGGY SULLIVAN

Peggy's unique and empowering message helps leaders and teams break free from "time poverty"—so they can achieve more by doing less.

Her data-driven, proprietary framework fuels peak performance while preserving a strong sense of well-being and purpose, both personally and professionally. With her fun, quirky style, vulnerable storytelling, and infectious energy, Peggy lights up stages and leaves audiences around the world inspired and ready to take action.

Individual and organizational time poverty affects everyone's ability to think clearly, prioritize effectively, and maintain high-quality performance. My research-backed message doesn't just improve employee engagement — it makes businesses more productive and successful. Bottom-line metrics have improved sales, creativity, and employee retention.

When both people and organizations have their needs met, incredible things happen.

I developed the Busy Busting Framework, a research-backed, results-driven system that reduces decision fatigue, eliminates low-value activities, and drives meaningful results in performance, health, and engagement.

My talks equip individuals and organizations to redesign the way they work— and live.

"An amazing, energizing, thought-provoking session."

– Johnson & Johnson



Keynote Topics

PEAK PERFORMANCE

Achieve More By Doing Less

In today's hustle culture, we're expected to do more with less-and fast. But what if the secret to getting ahead isn't doing more, but doing less with intention?

Peggy's data-backed Performance by Design framework helps individuals, leaders, and teams escape time poverty, reclaim clarity, and boost performance without burning out. On average, people gain up to seven hours a week to reinvest in what truly matters. So, the question is: what could you or your organization do with more time?

In this high-energy, transformative keynote, Peggy reveals how to Achieve More by Doing Less using her proven, three-step Performance by Design framework. As a self-proclaimed "recovering busyness addict," Peggy shares her personal journey out of overwhelm, trading exhaustion for intentional action, peak performance, and what she calls kinetic well-being.

Our culture glorifies busyness as a badge of honor. But Peggy's proprietary research, outlined in her State of the Workplace report, paints a different picture: 94% of people are stuck in time poverty and desperately want out.

The cost? Lost productivity, declining engagement, and a severe toll on well-being and bottom-line results.

Delivered with Peggy's signature blend of humor, heart, and high energy, this keynote is grounded in data and tailored to each audience. Attendees leave with a practical, repeatable process to reduce decision fatigue, eliminate low-value tasks, and drive meaningful results in performance, wellness, and engagement. Now more than ever, people need a clear path to escape time poverty and replace it with Time Wealth.

Blueprint for leaders and teams to step into their genius.

Learning Objectives:

- Uncover the hidden cost of overstuffed schedules, personally and organizationally
- Understand time poverty through research, data, and real-world case studies
- Learn the 3-step Performance by Design Framework to build high-performing, energized teams
 - Subtraction: Identify and eliminate low-value activities to make room for more important work.
 - Mojo Making: Fuel focus, energy, and engagement with micro happiness rituals.
 - Values Vibing: Get crystal clear on what's important and use it as a filter for actions and decisions.

Walk away with micro actions that create macro impact, performance, well-being, and purpose. This session is research-driven, actionable, and designed to help people perform at their best without burnout.

A great fit for:

- Annual and quarterly meetings
- Association conferences
- Leaders and teams
- Entrepreneurs
- Kick off events.
- Real Estate, Healthcare, Manufacturing, Banking, Hospitality, Higher education, and service industries.

Topic: Peak Performance

PURPOSE-DRIVEN LEADERSHIP

Meaning Over Mayhem

In a world of constant pressure and uncertainty, it's easy for leaders and teams to lose their way.

While leaders are wired to drive results—align teams, increase revenue, and improve efficiency—many find themselves trapped in the weeds of reactive, tactical work. The result? Mayhem instead of intentional strategic work.

Despite the \$10 billion time-management industry, Peggy's proprietary research reveals that 79% of employees have lost their sense of purpose. This session offers a clear, actionable roadmap to eliminate bottlenecks, prioritize what truly matters, and align cross-functional teams with trust, clarity, and focus. Because influential leaders don't just manage, they inspire, motivate, and empower. Imagine the impact of a fully engaged team, led with purpose.

With high energy, humor, and depth, Peggy delivers a motivational and practical keynote built around her Meaning Over Mayhem framework. This transformative talk helps leaders reignite their sense of purpose, strengthen resilience, and foster sustainable success—personally and professionally.

Through compelling stories, real-world case studies, and insights from her global career leading Fortune 500 teams, Peggy empowers leaders to reconnect with their why, refocus on high-impact priorities, and inspire their teams to do the same.

This isn't just a motivational talk—it's a call to action. Peggy challenges leaders to rethink what success truly looks like, lead with clarity and confidence, and shift from burnout to brilliance. Attendees walk away energized, equipped, and ready to lead with intention, purpose, and trust.



Optimize performance whilst maintaining balance and resiliency.

Learning Objectives:

- Identify and eliminate low-value, energy-draining activities—and replace them with meaningful, performance-driven actions
- Learn the Meaning Over Mayhem framework to fuel productivity, employee well-being, and purpose-driven leadership
- Understand the difference between time management and values management—and how purpose can become a strategic driver of engagement and results
- Discover how to lead with clarity, confidence, and energy—even in uncertain or high-pressure environments

This session is research-based, results-driven, and designed to elevate performance, deepen engagement, and prevent burnout—from the inside out.

A great fit for:

- Leaders, Managers, and teams
- C-Suite
- Annual and quarterly meetings
- Association conferences
- Entrepreneurs
- Kick off events.
- Real Estate, Healthcare, Manufacturing, Financial, Hospitality, Higher education, and service industries
- Women Empowerment.

Topic: Purpose Driven Leadership

EMPLOYEE WELLBEING

Mojo Making

In today's chaotic and fast-paced world, it's all too easy to push well-being aside.

But unlocking human potential starts with a positive mindset, intentional focus, and making wellness a priority—not a luxury.

When individuals are healthy and energized, teams become more engaged, purposeful, and productive. The ripple effect is powerful: well-being drives performance, culture, customer satisfaction, and ultimately, profitability. So, ask yourself, what could your organization achieve if your people's energy, health, and engagement soared?

Peggy's high-energy, feel-it-in-your-bones keynote delivers exactly what today's leaders and teams need: an inspiring, actionable framework to bring well-being to the front burner. With her signature humor, vulnerability, and real-world insights drawn from a global career, Peggy empowers audiences to reignite their energy, prioritize what matters most, and inspire those around them to do the same.

This is more than a wellness talk—it's a call to lead with purpose, resilience, and humanity. Peggy challenges outdated definitions of success and helps audiences shift from surviving to thriving. Attendees leave feeling re-engaged, recharged, and equipped with simple, science-backed strategies to create sustainable well-being in work and life.

This session is fast-acting, research-driven, and built to spark a mindset shift that elevates productivity, performance, and overall wellness—without burnout.

Elevate your culture to boost productivity, profits, and engagement.

Learning Objectives:

- Diagnose and eliminate low-value energy-draining activities, and replace them with purpose-driven actions that fuel well-being
- Understand the Meaning Over Mayhem framework to boost focus, wellness, and engagement across the organization
- Develop mental fitness strategies to stay calm and centered—even in high-stress moments
- Recognize happiness as a superpower that drives energy, focus, and productivity
- Transform overwhelm, exhaustion, and stress into momentum through micro-habits and happiness rituals that spark performance and support mental and physical health

This keynote is designed to move individuals and organizations toward a culture where well-being isn't an

A great fit for:

- Companywide events
- Professional development days
- Leaders, Managers, and teams
- Association conferences
- Entrepreneurs
- Kick off events.
- Real Estate, Healthcare, Manufacturing, Banking, Hospitality, Higher education, and service industries.

Topic: Employee Wellbeing



“In today’s hustle society, our most precious resource is our time. Peggy’s Performance by Design framework guides individuals, teams, and organizations to a higher level of productivity, focus, and engagement.”

Vanessa Oguchi
Hubspot



SEE HER IN ACTION

READY TO BOLDLY MAKE A MARK ON YOUR EVENT?

Inkwell MGMT is here to collaborate with you to bring Peggy Sullivan's energy and expertise to your next event. Whether you're looking to inspire, motivate, or educate your audience, Peggy is ready to deliver a transformative experience.

Let's make it happen! Connect with Stevie Johns at Inkwell MGMT today, and together, what we create will be unforgettable.

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