

William McNulty

Marine Veteran, Co-Founder of Team Rubicon & White Stork

Unlocking Potential & Building A Purpose-Driven Culture. It's never been more important for employees to feel the impact of the work they're doing: A recent study found that 84% of millennials said that making a difference in the world was more important than professional recognition. But it's not always easy for employers to find ways to invigorate employees to tackle company challenges. Here, McNulty shares his personal journey to find purpose at work, as well as the institutional policies he established at Team Rubicon to ensure every volunteer feels engaged and recognized for the value of their work. Moving and inspiring, McNulty explains why unlocking the potential within an organization's value is the key to success—and how to do it.

Embracing The Suck: Turning Challenges Into Endless Opportunities. As a Marine, McNulty learned the meaning of the phrase "Embrace the suck." A military ethos, it means learning to embrace and power through tough situations with the understanding that those experiences will hopefully better you as an individual, your organization, and maybe even the world. With this talk, McNulty explains how "embracing the suck" has served as a guiding principle since his Marine days, leading to the launch of Team Rubicon, and why outlook is everything. A rousing talk for organizations undergoing disruption and change, or for teams facing insurmountable odds, McNulty inspires audiences to lean into the aspects of their lives or jobs currently weighing them down and begin viewing challenges as opportunities.

Then We Went Global: Taking Your Brand To The Next Level. Team Rubicon is widely known as the success story in terms of modern ways to combat the effects of natural disasters. Having completed missions across the globe, tapping into foreign veteran communities and drawing on the skills of translators, Team Rubicon Global is in the process of doubling its presence across the world. Here, McNulty talks about how to manage risk and preserve integrity throughout the process of expansion. In a presentation that can be tailored, McNulty discusses identifying the right communities for collaboration, juggling competing priorities, and how to replicate local success abroad.

The New Way To Problem-Solve. In creating Team Rubicon, McNulty solved two problems by pairing communities in need: veterans looking for service opportunities and areas devastated by natural disasters. Here, he talks about unlocking solutions to problems using existing resources and pairing one set of unmet needs with another. McNulty also looks at the importance of adaptability and agility in overcoming obstacles in real time—like the time his teams conducted swift water rescues for the first time ever after arriving in areas devastated by Hurricane Harvey and seeing a need. McNulty shares his keys to innovative problem solving, and encourages audiences to rethink the status quo in pursuit of a better future.