

## James D. White

Transformational Leader and Former Chairperson, President, & CEO of Jamba Juice

**In Conversation with James D. White.** An opportunity for audience members to gather insights from White in a moderated, fireside chat format. In this thought-provoking conversation, White will draw on his time driving transformation and growth at some of the world's leading brands to provide his proven perspective on conscious leadership, diversity and inclusion, cultural transformation, and more – digging deep into the issues most important to your group.

**Leading With Impact for the Future of Work.** “How can I make my people greater than myself?” That’s the question every leader should be asking themselves as they navigate the future of their organizations and develop strategies for positioning their organizations for long-term success. As leaders work toward answering the aforementioned question, establishing a strong culture that transcends the office and is upheld in hybrid working environments is among the most pivotal action steps for addressing today’s workplace challenges. The highest performing organizations will prioritize their frontline workers, champion policies that align with their needs, and provide them with tools and resources to enhance their workplace experience – no matter where it may be.

In this talk, White shares his proven framework for unlocking the potential of teams and individuals in the future of work. Drawing from his own experiences leading some of the world’s top brands, he offers person-centered tactics for leading hybrid teams, collaborating across generations, building teams on an unshakeable foundation of diversity, equity, and inclusion, uniting organizations around purpose, and using the power of storytelling as a mechanism for leadership. In doing so, he underscores why organizations that are rooted in these principles will be the most successful in attracting and retaining the next generation of top talent.

**A CEO’s Perspective on Leadership.** Conscious leaders understand the importance of investing in the development of their people and fostering an environment that unites the workforce under a shared purpose. Upon assuming the position of chair, president, and CEO at Jamba Juice, White knew that in order to successfully implement his three-year vision for the company, he had to be a conscious leader.

In this talk, he shares the keys to becoming a leader that people want to follow – a leader who inspires people to lead in their own unique ways. Bringing his perspective directly from the CEO’s chair, White shares how principles such as standing alone, developmental intervention, and leading with purpose are vital elements in one’s pursuit to become a leader among leaders.

**Anti-Racist Leadership.** It’s not enough for leaders to not be racist. They people businesses serve and employ are looking at leaders in executive positions to take a decisive stand *against* racism.

With a legendary, 30+ year career dedicated to creating great places to work for all, transformational business leader James D. White leads this powerful discussion on the policies and practices that have long isolated or otherwise disadvantaged minorities, and the important role of today’s leaders in remedying them. In this talk, White shares takeaways from his book, *Anti-Racist Leadership: How to Transform Corporate Culture in a Race-Conscious World*, to shine the light on the fundamentals of antiracist leadership and its impact on culture, while also providing a comprehensive plan for leaders who are ready to get serious about DEI, and creating an anti-racist company culture.

**Diversity, Equity, and Inclusion.** A crucial component to leadership is understanding the unique ability you have to influence your employees and consumers and reshape your organization’s approach to building a more diverse, equitable, and inclusive work environment. Drawing from his own experience as a Black leader operationalizing DEI agendas at the highest levels of corporate America, as well as real-life examples from other top leaders, James D. White illustrates how organizations can position themselves for success while living the principles of DEI each day. In this talk, he explains:

- How building a cultured rooted in diversity, equity, and inclusion reignited Jamba Juice’s workforce and served as the catalyst for its continued strong performance
- What counts as DEI, why the effort to drive it must be intentional, and how to implement all three aspects without further marginalization of underrepresented groups
- The ways in which younger generations are acting on their devotion to DEI and intent on justice

**Transforming Culture.** Culture can become so ingrained in us that we often adhere to its principles without understanding why. For this reason, culture often remains in place long after it has become misaligned with an organization's long-term goals.

Throughout his career, White has been sought after as a transformational visionary – someone global brands relied on to evolve stagnant bottom lines and even more stagnant cultures. When speaking about transforming culture, White takes his audiences on a journey that begins with him learning the ins and outs of leadership and culture as a new hire at Coca-Cola all the way to his most ambitious undertaking: leading the successful revitalization of the Jamba Juice brand, even when failure seemed the most likely outcome.

**Culture, Strategy, and Transformative Leadership.** Transformation doesn't happen overnight, nor can it happen without a detailed strategy in place and the right leader to implement that strategy. In this presentation, White shares how he led the 3-year, disciplined strategic plan to turn around Jamba Juice, and how organizational culture is impacted when standard leadership is elevated to transformational leadership. Revealing the characteristics of transformative leadership, he provides his own experiences as leader at Jamba Juice, Nestle-Purina PetCare and other leading global brands, and shares actionable ways that any organization can implement strategy to drive change in their culture.

**Scaling Change as a Leader for All.** How can transformative initiatives be implemented in such a way that they serve as the catalysts for large-scale change? Having revamped not only the business, but the internal cultures, at brands such as Jamba Juice, Nestle-Purina PetCare, Safeway, and Gillette, White is an expert at analyzing organizational structures and identifying key areas where complexities can be simplified to create a winning culture. In this talk, he reveals to audiences the ways in which conscious leaders can scale and accelerate change within their organizations.

**HR Without Bias.** Unconscious bias is everywhere and plays a role in both our professional and personal lives. They vary from person to person and can be both positive and negative. When left unrecognized and unchecked, they can have a lasting impact on an organization's culture.

A leader in the business world, White's talk on human resources without bias encourages his audience to dig deep within themselves to think about what unconscious biases they may have and how they can reduce the likelihood of these biases impacting their decision-making. He opens the audience's eyes to the different types of biases that exist, how they manifest themselves in the workplace and in our daily lives, and how acknowledging these biases is the first step in driving a more equitable organization.

**Your Organization's Next Decade.** Regarded as a mover and shaker with a penchant for seeing out long-term goals, White's commitment to the bigger picture is what has made the brands he's led so successful. He sees beyond short-term revenue and profit goals and stresses the importance of long-term investment in culture and development to drive organizations forward. In this talk, White provides thought-provoking insights that stimulate audiences to consider what steps need to be taken to best position their organizations into the next decade and beyond.

**Leadership: From the Boardroom to the Shop Floor.** Culture happens at all levels of an organization. Yet, there's often a disconnect between leaders and those less senior who are executing the vision from the top. Leaders that are able to bridge this gap, communicate effectively, and create a more consistent experience at all levels are the ones most likely to have an engaged and motivated workforce. This leadership talk by White addresses how leaders can connect with and engage all employees and what organizations can achieve when a leader's positive influence and impact are felt at all levels.

**Environmental, Social, and Governance.** As modern business has evolved, it has become about much more than selling a product. Customers, investors, and employees are paying more attention than ever to a company's stance on sustainability and social consciousness. In this talk, White shares with his audience the importance of businesses having strategies in place to meet ESG criteria and how to impact your company's ESG standing from a position of conscious leadership.