John Jacobs

Co-Founder and Chief Creative Optimist of Life is Good

Embracing the power of optimism to innovate and thrive in times of change Business leaders see significant change ahead for their companies as 71% of CEO's expect the next 3 years to be more critical for their industry than the last 50. Jacobs dives into creating a "yes, and" culture focused on opportunities (not obstacles) and brand-building that will stand the test of time.

Cultivating a culture of optimism from the inside Out Jacobs shares experience from Life is Good to help audiences discover their own sense of optimism to uncover a deeper meaning to the work they do. Lessons on gratitude, openness, and compassion show how simple mindset shifts can transform company culture that can be felt by your customers and beyond.

Positive Purpose More than ever, consumers are demanding brands they buy from are socially responsible. Jacobs shares the LiG story and inspires audiences to integrate a deeper meaning into their work… the authentic way.

Optimist for Life What it means to be a rational optimist and how this mindset can change lives for the better.

Corporate Social Responsibility/ Giving Back Corporations have immense power as agents of social change—when they conduct ethical business and make philanthropy a priority, they can implement positive change on a huge scale.

Innovation Optimism can be an incredibly useful tool for innovation, especially in times of change and uncertainty. Having the ability to focus on the good can make teams and businesses more productive—more open to new ideas, more creative at problem solving, and more willing to take positive risks.

Winning Culture Creating a winning culture can be a huge asset for companies of every size. Using the 10 Superpowers of Optimism, you can build a value-based team of people who are engaged, motivated, and truly love what they do.