Bert Jacobs

Co-Founder and Chief Executive Optimist of "Life is Good"

Life is not perfect. Life is Not Easy. Life is Good Bert & John Jacobs founded Life is Good to inspire people to celebrate the good around them. Over time, a vibrant community grew that taught them that optimism is the most powerful strategy to living a happy and fulfilling life, especially in the hardest of times. In times of uncertainty, fear, loss, and tragedy, we still have the choice to focus our energy on what's right in our lives and the world around us and find the opportunity instead of obstacles. We have the ability to use these times of darkness to come together, to see each other as humans (not just co-workers or clients), build unbreakable bonds, and innovate like never before. Through this virtual keynote experience, Bert Jacobs will share the inspiring business story of Life is Good, from the humble beginnings selling T-shirts out of a van, to finding opportunity in the face of hardships like the Great Recession and unthinkable tragedies like the Boston Marathon Bombing, which took place steps from the Life is Good Headquarters. Audience members will leave this keynote with a renewed sense of optimism and with the tools and inspiration needed to find and grow the good around them – in business and in life.

Embracing The Power Of Optimism To Innovate & Thrive In Times Of Change Business leaders see significant change ahead for their companies as 71% of CEO's expect the next three 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.