# John Vincent

Co-Founder of LEON & Founder of The Longhouse, Backing Purpose-Driven Brands

**Leading Through Uncertainty with Calm, Clarity, and a Bit of Humour** In a world where crisis can strike without warning, John Vincent teaches leaders how to anticipate the unexpected and respond with purpose instead of panic. Drawing from his experience leading LEON through national terror attacks, the COVID-19 lockdown, and complex government collaborations, John shares actionable principles that helped his teams stay grounded under pressure. With his sharp insights and trademark humour, John explores how leaders can navigate uncertainty without sacrificing compassion.

**Wellbeing That Works: How Real Wellness at Work Protects Teams and Drives Performance** John Vincent was an earlier pioneer of workplace wellbeing. He's led wellness retreats and other programs for his entire LEON team. In this talk, he breaks down how a truly human approach to wellbeing isn't just nice to have—it's essential to resilience, safety, and productivity. John makes the case that investing in wellbeing pays off in the most measurable (and unexpected) ways.

**Seeing the Whole: How Systems Thinking Can Change Your Business—and Maybe the World** John Vincent has spent his life joining the dots—from philosophy and economics to fast food, government, and environmental policy. In this talk, he unpacks the power of systems thinking: the ability to see beyond silos and short-term fixes, and design solutions that actually stick. Whether he's talking about redesigning school food across the UK, launching nature-based initiatives with big business, or challenging reductionist thinking in public health, John reveals how seeing the whole leads to better outcomes for people, profit, and planet.