

SIGNATURE KEYNOTE · NO. 03

Do Good to Lead Well™: A Masterclass in Authentic Leadership

Overview

Authentic leadership isn't about perfection, it's about integrity. It's not about saying "just be yourself"; it's about aligning who you are with how you lead. In this high-impact keynote, Wall Street Journal and USA Today bestselling author and executive coach Craig Dowden (PhD) offers a masterclass in how the best leaders show up with courage, character, and consistency, even when it's difficult. Drawing from scientific research, CEO interviews, and compelling real-world stories, Craig challenges the common myths about authenticity and reveals a leadership model rooted in both research and results.

With humility and humor, Craig debunks the idea that authenticity means "saying whatever's on your mind," and instead invites audiences to explore the true path to leadership excellence: self-awareness, relational transparency, balanced decision-making, and a deeply held moral compass. Whether you're leading during a crisis or navigating high-performance cultures, this keynote delivers a powerful reminder: doing good and leading well are not mutually exclusive; they're mutually reinforcing.

Key Audience Takeaways

- 01 The Real Definition of Authentic Leadership:** Authenticity is more than being "real," it's a strategic advantage grounded in self-awareness, transparency, and moral clarity.
- 02 Why Courage and Vulnerability Drive Trust:** Understand how admitting "I don't know" can build credibility and deepen engagement across teams.
- 03 Evidence-Based Business Cases:** Explore cutting-edge research showing how authentic leadership improves innovation, performance, engagement, and even diversity outcomes.
- 04 How to Avoid the "Authenticity Trap":** Learn how to express your truth without harming others and why "being yourself" doesn't mean having no filter.
- 05 The Power of Authentic Leadership: Lessons from Alan Mulally, the former CEO of Ford:** Discover how one of the most successful CEOs of our time built a high-trust, high-accountability culture anchored in authenticity.

Why Craig

RESEARCH

Global Thought Leader on Positive Leadership

Craig Dowden is a Wall Street Journal, USA Today, and #1 Amazon bestselling author with a PhD in psychology and a deep commitment to evidence-based leadership.

EXPERIENCE

Trusted by Top CEOs and Public Sector Executives

With over 25 years of executive coaching experience, Craig has worked with leaders across sectors to bring research to life in the moments that matter.

THOUGHT-LEADERSHIP

Bestselling Author of Do Good to Lead Well™

This keynote draws directly from the book that put Craig in Times Square, and in front of thousands of leaders worldwide. His stories, humor, and science-backed approach inspire action.

Ideal For:

High-Potential Leadership Development Programs

Equip your emerging leaders with the mindset and skillset to lead authentically, even under pressure.

Founder & CEO Roundtables

Perfect for leaders navigating rapid growth, team scaling, or founder transitions where staying grounded in values is essential.

Leadership Accelerators & Peer Masterminds

Ideal for high-growth founders, C-suite leaders, or VP-level talent participating in curated leadership forums where authenticity is vital to building influence, trust, and psychological safety.

Culture Transformation & Trust-Building Initiatives

Catalyze real change by embedding authenticity at the heart of organizational culture.

Executive Conferences & Leadership Summits

Perfect for industry-wide gatherings where participants seek fresh, evidence-based insights on how authenticity drives influence, credibility, and sustainable impact across sectors.

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