

2025  
SPEAKER PACKET

A portrait of Dr. Chris Pineda, a bald man with a beard, wearing a blue button-down shirt and a patterned tie. He has a tattoo on his left arm. The background is dark.

# DR. CHRIS PINEDA

MARKED BY PURPOSE

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*"More than a keynote—a transformational experience."*

# DR. CHRIS PINEDA

MOTIVATIONAL SPEAKER  
CULTURE TRANSFORMATION EXPERT

TRANSFORMATION DOESN'T  
HAPPEN BY ACCIDENT.  
IT BEGINS WITH PURPOSE  
AND FLOURISHES WHEN  
THE RIGHT CONDITIONS ARE  
PRESENT.

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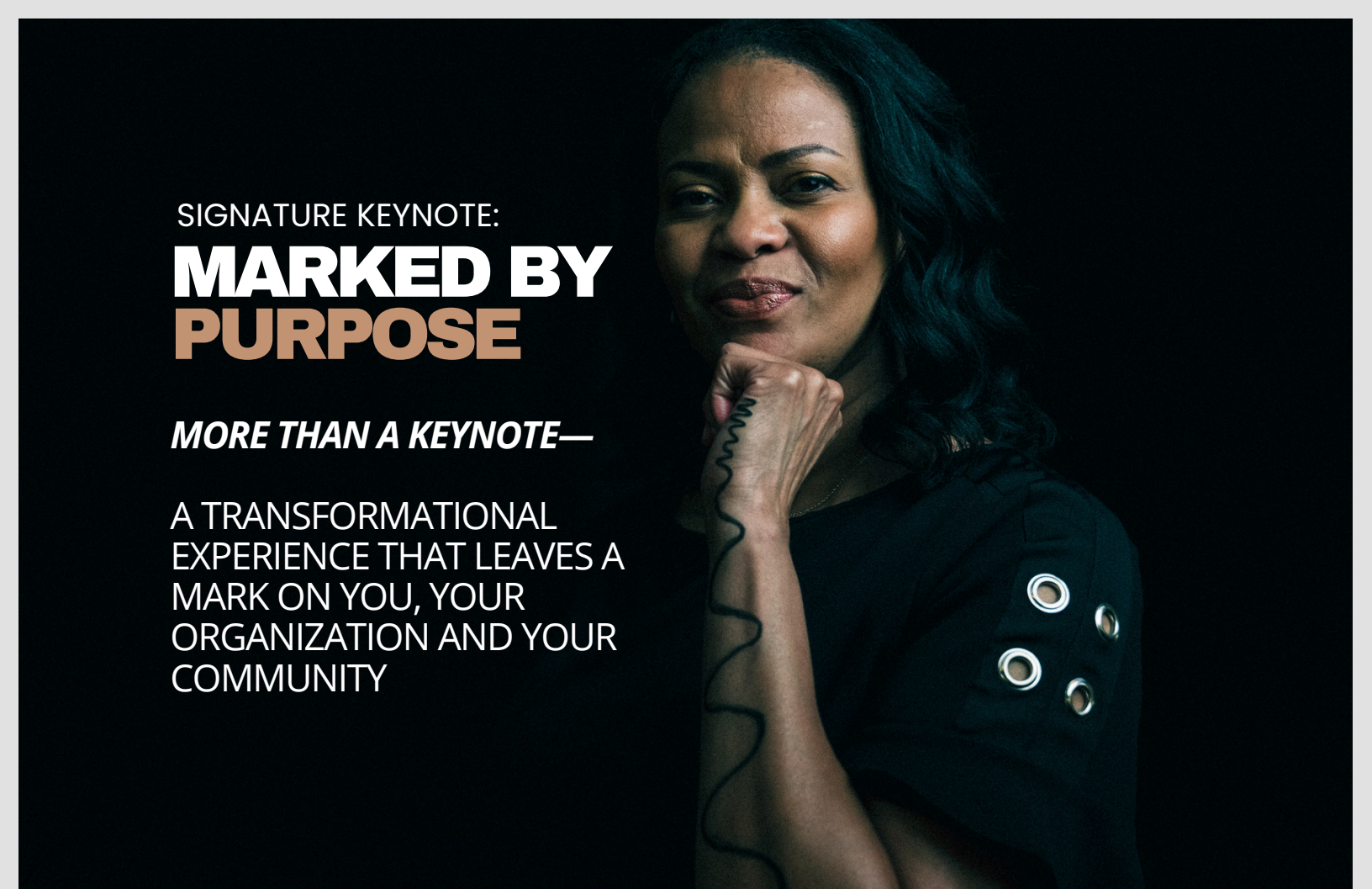
Dr. Chris Pineda, PhD, is an organizational leadership psychologist, author, and founder of Groundwork Leadership, known for his unique integration of modern leadership psychology and the indigenous wisdom of his Filipino ancestry. Chris has seen one truth proven again and again—in classrooms, boardrooms, and entire communities: *transformation spreads through people, not programs.*

Throughout his career, he has partnered with executives, educators, philanthropic leaders, and community changemakers on initiatives centered around purpose, belonging, and lasting cultural change. Every step of his journey has carried the same charge: *helping people uncover purpose and create lasting change.*

Chris teaches that *transformation is caught, not taught*—it spreads through lived example, authentic connection, and the environments leaders intentionally create. This conviction shapes his signature keynote, **Marked by Purpose**, and his core frameworks: the **Culture of One™** and the **7 Conditions of Transformation™**. Together, they equip leaders to build trust, strengthen belonging, align teams, and cultivate cultures where people, organizations, and communities thrive.

*“Chris is a brilliant, creative thinker and a gifted teacher. He draws from a deep well of experience with people to inform theory and practice in the fields of leadership, conflict resolution, and peacebuilding.”*

BENJAMIN COOK CO-FOUNDER AT WALKING DISTANCE



SIGNATURE KEYNOTE:

# MARKED BY PURPOSE

**MORE THAN A KEYNOTE—**

A TRANSFORMATIONAL  
EXPERIENCE THAT LEAVES A  
MARK ON YOU, YOUR  
ORGANIZATION AND YOUR  
COMMUNITY

## KEYNOTE INTRODUCTION:

This transformational keynote was born from a near *impossible challenge*: to ignite lasting transformation in his community with the promise of unlimited resources.

For three years, nearly every effort fell short. Change seemed out of reach—until Chris turned to the wisdom of his indigenous heritage.

From that breakthrough came the **Culture of One** and the **7 Conditions of Transformation**—a framework that moves leaders and organizations beyond transactional culture into true transformation. At its foundation lies

**PURPOSE.**



**MARKED BY  
PURPOSE**

Through story, ritual, and reflection, Chris invites participants to uncover their deeper **WHY**, mark themselves with a symbol, and memorialize it with a professional portrait—a lasting reminder of their commitment.

Audiences leave not just inspired, but **marked by purpose**—equipped with clarity and ready to spark transformation in their organizations and communities.

**WHERE  
PURPOSE  
BECOMES  
PERMANENT**



*"Chris opened my eyes as a leader."*

JARED VIRTUE WEALTH & MANAGEMENT ADVISOR

**MARKED BY  
PURPOSE**

The Marked by Purpose

# PORTRAIT EXPERIENCE

WHERE PURPOSE BECOMES  
PERMANENT

At the close of Chris Pineda's Marked by Purpose keynote, participants are invited to make their purpose visible. After reflecting deeply and creating a personal symbol that represents their purpose, they draw that symbol on their arm — a mark of commitment inspired by Chris's Filipino heritage.

Each participant is then photographed — not as an audience member, but as someone **marked by purpose**. These portraits capture a decision to live with clarity, courage, and intention.

Participants receive **two professional portraits** as a lasting reminder of their commitment, and event organizers may receive a short highlight reel that captures the spirit of transformation shared in the room.



## PARTICIPANT REVIEWS

*"This was such a powerful experience for me. Chris's focus on transformational change is an inspiration for how we can work together within our organizations and communities to create significant positive impacts."*

KEYNOTE PARTICIPANT: KIM HANSON

*"I've struggled for 10 years to really nail down my purpose in words that matter to me and after this experience things just clicked. I am now deeply connected to my purpose, it reminds me of who I want to become."*

KEYNOTE PARTICIPANT: HASSAN



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