



# *Business As Usual* will get us to what's next.

With a career that spans over 25 years and six continents, Jim Massey is considered one of the world's leading strategic practitioners. An internationally respected thought leader on trust, sustainability, and ethics, his vision is always to build our next through industry-leading change.

For more than two decades, Jim has applied his Business As Us model to unleash those around him to create the first, the next, and the impossible through numerous groundbreaking initiatives. This included laying the groundwork for one of the boldest environmental programs in the world—now recognized as the global standard for achieving Net Zero.

Business as Us frees us from systems that no longer work, so we can unleash our full potential. It's a story of tomorrow, where trust shapes a better future, and we take bold leaps into the unknown, together.



**JIM MASSEY** Global Corporate Executive, Board Member, Speaker, Author, Thought Leader

Johnson & Johnson



## *Keynotes* That Inspire Insights, Action, and Change

### **Business As Usual**

Redefining BAU to Deliver Groundbreaking Results



### **Putting the I in Team**

Finding Where You Make an Impact



### **Trust In Action**

The Leader's Guide to Act Right Now



**Jim massey**



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