



KEYNOTE SPEAKER
**SANTIAGO
JARAMILLO**

CEO and Co-Founder,



CELEBRATING ENTREPRENEURSHIP IN NORTHEAST INDIANA

LESSONS LEARNED FROM A PURPOSE CENTERED ENTREPRENURIAL JOURNEY

KEY POINTS

- **Purpose matters.** Santiago learned this as a 7-year-old entrepreneur. He had a water distribution company and used profits to feed local, hungry children.
- **Ikigai.** A Japanese concept meaning “a reason for being.” A broad movement- we can all use our ikigai to more fully live. What’s your ikigai?
- **Top 3 workforce factors mattering most to employees have nothing to do with compensation and benefits.**
1) Cultural values 2) Senior leadership (and employees’ confidence in them) 3) Career opportunity.
- **Data drives insights for optimal employee engagement.** 60% of the workforce is NOT engaged with their work-place. Use data to change this.

“Overnight success is an entrepreneurial myth.”

-Santiago Jaramillo

ACTIONABLE

- Create a company culture that drives engagement.
- Remind employees of the “why” of their jobs- why they matter and make a difference.
- Help all people achieve their true potential at work.