



Marissa Afton

Speaker Profile

Marissa Afton is a Partner and Head of Global Accounts at Potential Project. She is a driving force behind leadership development and change initiatives at global companies. She helps leaders and organizations unlock their potential to create cultural excellence and superior performance, resilience, and innovation.

Marissa is co-author of *Compassionate Leadership: How to Do Hard Things in a Human Way* (Harvard Business Review, 2022). She is also a contributing author for *The Mind of the Leader: How to Lead Yourself, Your People, and Your Organization for Extraordinary Results* (Harvard Business Review, 2018). She is an energetic and highly engaging speaker who shares a joyful, pragmatic, and inspiring presentation style with a variety of audiences who have spanned the globe. In addition, she is also a regular contributor to publications like Harvard Business Review, Forbes, TD Magazine, and Fast Company.

A mindfulness practitioner for over 25 years, Marissa is recognized for her breadth of knowledge and deep experience in transforming organizations by transforming the mind. She has worked across industries with top companies including Apple, Bloomberg, Cisco, Eli Lilly, Google, and Amgen to amplify employee engagement, organizational commitment, resilient performance, and innovative growth on the individual, team and organizational levels.

Selected speaking engagements

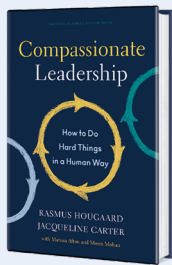


Marissa has recently talked about:

- Compassionate Conversations
- Supercharge your Resilience with Optimism
- Compassionate Leadership: How to Do Hard Things in a Human Way
- Accelerating Transformation through Mindsets
- Building Human Connection in a Hybrid World
- Developing Mental Agility to Survive and Thrive in Turbulent Times
- Three Mindsets for Leading in Turbulent Times
- People Centered Leadership
- Not Letting Stress Become Burnout

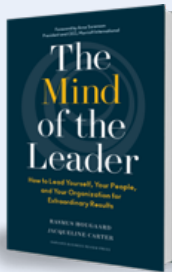


Books



Compassionate Leadership: How to Do Hard Things in a Human Way (Harvard Business Review Press, 2022)

With rich stories and examples based on data from fifteen thousand leaders in nearly one hundred countries, as well as practical tools, assessments, and advice for leaders and managers at any level, *Compassionate Leadership* is your indispensable guide to doing the hard work of leadership in a human way.



The Mind of the Leader: How to Lead Yourself, Your People and Your Organization for Extraordinary Results, published by Harvard Business Review Press, is the culmination of a two-year study of how leaders lead themselves, their people & their organizations for extraordinary results.

Other publications

- *Elevate Your Career With Wise Compassion* (TD Magazine, 2023)
- *An Experiment in Leadership: How Amgen Operations Put People First* (Forbes, 2023)
- *When Women Leaders Leave, the Losses Multiply* (Harvard Business Review, 2022)
- *Compassionate Leadership: Doing Hard Things in a Human Way* (TD Magazine, 2022)
- *Connect with Empathy, But Lead with Compassion* (Harvard Business Review, 2021)
- *Interview with Marissa Afton: Turn Off Worry, Turn On Resilience* (#SHRM21, 2021)
- *Develop Mental Agility to Thrive in Turbulent Times* (ATD Blog, 2021)
- *Training Leaders for Success: The Mind of the Leader* (Training Industry, 2019)
- *A Truly Human Approach to Managing Performance* (Workhuman Radio, 2019)
- *Self-Awareness Can Help Leaders More Than an MBA Can* (Harvard Business Review, 2018)

About Potential Project

Potential Project is a global research, leadership development and consulting firm on a mission to create a more human world of work. We help individuals, leaders and teams to uncover the power of the mind and unlock positive, sustainable change.

For more than a decade, we have helped over 350,000 individuals at more than 500 clients to adopt new ways of working and leading. We are present in 28 countries with a network of 200 consultants and facilitators, and we serve hundreds of forward-thinking companies like IKEA, Unilever, Cisco, and Accenture.