

Move purpose off the wall.

“Aaron McClung is a fantastic presenter, and his ability to make the complex simple in branding and taglines is powerful.”

GREG LEITH, CEO, CONVENE

PAST SPEAKING EVENTS



VISTAGE



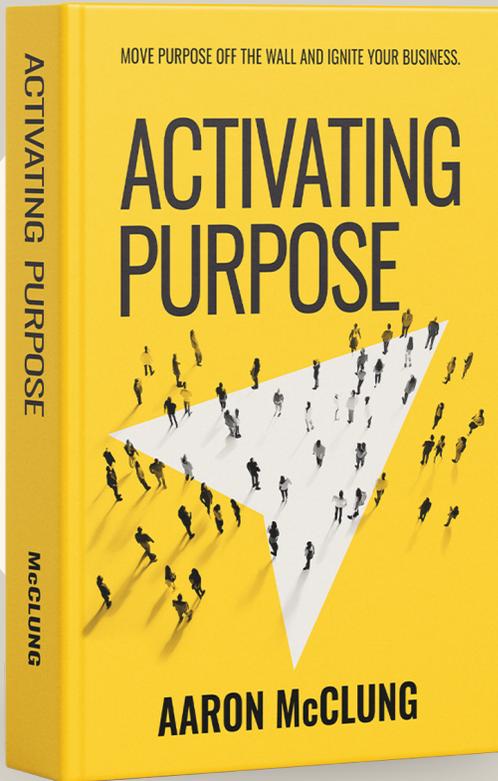
DISTINCT



Aaron McClung is the founder and CEO of AM Agency, a Dallas-based marketing firm. Since starting his entrepreneurial journey in 1998, Aaron has specialized in helping organizations move purpose "off the wall" and into their core operations. Through his proprietary Ovrflo process, he seamlessly integrates purpose across brand and culture to drive exceptional growth and impact.

Guided by a deep conviction to help others fulfill their God-given purpose, Aaron equips leaders to build thriving enterprises that transform lives beyond the bottom line. A graduate of the University of North Texas, he resides in North Richland Hills, Texas, with his wife and two children.





This is not another purpose book.

AVAILABLE NOW AT
amazon

Is your company's purpose stuck on the wall?

You know it matters, but the gap between intention and impact is costing you engagement and growth. It's time to bridge that divide.

In **Activating Purpose**, Aaron McClung delivers the battle-tested blueprint to move your company's WHY off the wall to drive real results. This practical guide, powered by his unique OVRFLO Process, builds businesses that thrive inside and out.

McClung shows you how to:

- Uncover unique purpose competitors can't touch.
- Magnetize your brand with purpose.
- Elevate your employee journey and internal communication.
- Measure purpose for tangible results and higher valuations.

Activating Purpose is for leaders ready to achieve unprecedented growth and measurable impact. Transform your brand, empower your culture, unlock exponential growth.

“Activating Purpose
helped me take all the ideas,
thoughts, and emotions in my
head, and combine them with our
market strategy, people strategy,
and vision—into a direct, powerful
story. It fused everything.”

DAVE REEDER, CEO
Colt Concrete & Asphalt

SPEAKING TOPICS

Activating Purpose in Your Brand

Moving purpose off the wall and into the hearts of your people, prospects, and processes.

Is your purpose a powerful idea or a powerful force? The disconnect between your brand and culture erodes growth and talent. Most leaders know purpose drives growth, but few know how to activate it. This session provides the blueprint to operationalize purpose across your business.



WATCH PREVIEW VIDEO:



Key Takeaways:

- Pinpoint your unique purpose.
- Transform your brand into a magnet for talent and clients.
- Shorten the sales cycle

Activating Purpose in Your Culture

Discover how building a people-first culture accelerates productivity, retention, and lasting impact.

This presentation looks at WHY you should put employees first, how it impacts retention when you do, and offers innovative ideas on how to do it. We review the top reasons employees leave (career path, poor management, work-life balance, and compensation) and how to turn them into reasons to stay. We also look at how to integrate all of these into your culture system, with lots of practical tools and takeaways.



WATCH PREVIEW VIDEO:



Key Takeaways:

- Combat the drivers of turnover
- Move beyond splintered efforts
- Transform culture into a repeatable, scalable system.
- Build the Employee Journey on Purpose & Impact.

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“Aaron hit it out of the park. I have been trying for so long to get my group to focus on their visions, messaging, and increase the volume and persuasiveness of their outreach, and Aaron got them over the hump. My group loved his passion and actionable insight.” – **JOEL RAKOW, VISTAGE CHAIR**

“Aaron McClung brought an absolute MASTERCLASS in ‘Activating Purpose’. Even the most learned in the realm of marketing and branding walked away with significant actionable guidance.”

– **KEN STEWART, CONVENE CHAIR**



LEARN MORE

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