

## Speaker profile – Jo Moffatt



<https://www.linkedin.com/in/jomoffattwoodreed>

An experienced, engaging speaker and writer with an enviable back catalogue of entertaining, informative talks, centred around employee engagement and internal communications.

Jo Moffatt has her own specialist advertising agency where she is a passionate advocate of the power of an organisation's brand to influence, motivate and engage employees. She keeps her voice in tip-top condition by exercising it regularly as co-host of Engage for Success Radio. She also sits on the Core Team of Engage for Success, as Strategy Director and contributes to the internal communications Thought and Action Group.

Appearing on stages at home and abroad, she's talked for senior leadership and in-house teams as well as the CIPD, ABTA's travel convention, Customer and Employee Engagement Summits and the Health and Wellbeing conference to name but a few.

Most recent speaker topics include:

- The power of brand as a catalyst for employee engagement
- Storytelling and employee engagement
- Treating employees like customers; what HR can learn from the ad industry
- Employees don't quit their companies they quit their bosses: how to engage the line manager
- Neuroscience and its application in the workplace
- Employee engagement and the Four Enablers
- The rules of engagement in a multi-generational era
- Autonomy, not automation; the intrinsic link between employee and customer engagement

26 Kings Hill Avenue  
Kings Hill  
West Malling  
Kent  
ME19 4AE

t: 07850 512840

[hello@woodreed.com](mailto:hello@woodreed.com)  
[www.woodreed.com](http://www.woodreed.com)

Woodreed Creative Consultancy Ltd