

Patty Lindstrom to Present at ILA's Global Conference in Chicago, November 2024

Creative Logic, Inc. is thrilled to announce that Patty Lindstrom, Chief Executive Officer and Founder of Living the Brand® Academy and holding company Creative Logic, Inc.



Naperville, Illinois Oct 15, 2024 ([IssueWire.com](https://www.issuewire.com)) - Creative Logic, Inc. is thrilled to announce that Patty Lindstrom, Chief Executive Officer and Founder of Living the Brand® Academy and holding company Creative Logic, Inc., will be presenting at the prestigious [26th ILA Global Conference](#) from November 7-10, 2024 at the Hilton Chicago. Lindstrom will present a highly anticipated session titled

"Teaming for Innovation: How Purpose Drives Clarity, Confidence, and Commitment Needed."

The session, scheduled for **Saturday, November 9, 2024**, from **3:15 PM to 4:15 PM CT** in **Room 4F**, is set to focus on how organizational purpose drives innovation, transforms culture, and leads to value creation for employees, organizations, and society. Lindstrom will present new empirical data and a model demonstrating how companies can implement purpose, moving from the theoretical "why" to the practical "how."

This cutting-edge panel will introduce groundbreaking research and explore key themes such as:

- How organizational purpose transforms corporate culture and strategic practices.
- How purpose-driven clarity and commitment lead to sustainable value creation.
- Empirical insights into the human impact of organizational change.

Joining Lindstrom are notable co-authors and panelists:

- **Lyna Matesi**, MBA Academic Director and Associate Professor of Management at the University of Wisconsin - Stevens Point.
- **Sean Jordan**, Assistant Professor of Management at the College of Professional Studies, University of Wisconsin - Stevens Point.

Together, the panel will dive into how purpose-driven leadership, which receives much-needed attention in academic and professional circles, may spur innovation in quickly changing circumstances.

Lindstrom, a renowned brand strategist, and thought leader, has successfully guided Fortune 500 companies, startups, and nonprofits through purpose-driven transformations. Through her **Living the Brand® Academy**, she has empowered organizations to align their internal culture and strategy with their core purpose to drive growth and success.

"We are excited to introduce this new model that shows not just why companies need a purpose, but exactly how they can integrate it into their organizational practices to drive innovation and meaningful change," said Lindstrom.

The ILA Global Conference theme, "Architects of Change: Leaders, Followers, & Communities," will feature over 400 sessions, workshops, panels, and presentations, aimed at advancing leadership in organizations worldwide.

Event Details:

- **Event:** 26th ILA Global Conference
- **Theme:** Architects of Change: Leaders, Followers, & Communities
- **Dates:** November 7-10, 2024
- **Venue:** Hilton Chicago, Chicago, IL, USA
- **Registration:** Open now, with Early Bird rates available for a limited time! Attendees can save even more by adding an ILA membership during registration.

For media inquiries, interviews, or more information about Patty Lindstrom's [upcoming presentation at ILA's Global Conference](#), please contact us at kim@creativlogic.com or call **+1 312-809-7004**.

About Creative Logic, Inc.

Creative Logic is a leading brand consulting agency in Chicago, specializing in brand strategy and marketing solutions. The company focuses on helping businesses build purposeful brands by aligning their core values with innovative strategies to drive growth and long-term success. Book your free 30-minute consultation today to explore how Creative Logic can transform your brand.

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Source : Creative Logic, Inc.

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