



# Mark Griffin MBE

## PurposeFused KeyShops™

Mark is a former international athlete, recovered banker, and award-winning social entrepreneur who brings 25+ years of elite performance across sport, business, and purpose-driven ventures.

Now a Founding Partner at PurposeFused, he works with senior leaders and their teams through high-impact, participant-driven KeyShops™, a modern evolution of the keynote that combines inspiration with real-time connection and immediate action.

Through these immersive KeyShops™, Mark energizes the room and channels that energy into clarity, alignment, and forward momentum. Teams leave inspired and aligned, with priorities sharpened and execution already underway.

With sharp wit and a grounded presence, Mark is known for helping leaders step back from the noise, refocus under pressure, and create impact across the three dimensions of Me, We, and the World, turning leadership moments into aligned decisions that drive sustained performance long after the event ends.

## ABOUT MARK

- Founding Partner, PurposeFused
- Founder and (former) CEO, Play Rugby USA
- Real Leaders Top Impact CEO, 2023
- Real Leaders Top Executive Coach, 2024-2025
- Former International Athlete with USA Men's National Rugby Team
- Medal Recipient from Her Majesty the Queen of England
- Certified Sports Life Coach
- Certified GC Index® Energy for Impact Advisor
- Certified Stakeholder Centered Coaching (MGSCC®)
- Certified Barrett Consultant in Developing Leaders and Cultivating Culture

## SIGNATURE KEYSHOP™

*Keynote inspiration. Workshop engagement. Real-time execution.*

### KeyShop™ Format

- Inspiration that invites participation
- Dialogue that builds shared perspective
- Action that begins before the room empties

### KeyShop™ Takeaways

- Sharper clarity on what matters most
- Stronger cohesion across leaders and teams
- Priorities translated into immediate next steps

### Audience Outcomes

- Immediate impact and renewed leadership momentum
- Shared language that strengthens culture and collaboration
- Decisive focus when navigating complexity and pressure

*"Mark brings leaders into the kind of conversation most organizations rarely make time for, one that shifts perspective and changes how people move forward together."*