



HALEY RUSHING

Haley Rushing cofounded the Purpose Institute along with Roy Spence. The Purpose Institute is an organization dedicated exclusively to helping clients discover and articulate their purpose and values in the world. Over the years, Haley has helped a number of the country's most visionary organizations develop business strategies that are founded on a strong core purpose and authentic core values, including Southwest Airlines, Wal-Mart, Charles Schwab, Norwegian Cruise Line, Whole Foods, World Market, Univision, The American Council on Education, Texas A&M and, most recently, the American Red Cross. Haley and her husband, R.W., live in Austin, Texas with their twin daughters.



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