



Long (250 words)

Andrea Driessen

Founder of global Gracenotes® movement • Viral TED speaker • 3x award-winning author of 2 books • Award-winning entrepreneur

Just. One. Person. That may be all we need to know that we matter in this world. That we are making a difference. That we have a real purpose.

But so many of us **feel ignored, dismissed, undervalued—at work and at home**. We feel **disconnected, anxious, and uncertain**. On top of that, our memes, machines, and pings have **sucked the humanity** out of our days.

Andrea Driessen believes—and her Gracenotes movement proves—that it doesn't have to be this way.

To alleviate these ills, we don't need to spend months analyzing and trying to fix organizational culture. Or go on a month-long retreat. Or implement a complicated methodology.

We need to consistently and sincerely see each other. Hear each other. And build a habit of communicating with Gracenotes—messages of mattering—about how someone's impacting you.

The idea is simple—and *profound*.

Telling people we care about and work with how they matter is an idea that grew **from one living tribute that Andrea shared with her father—into a global movement, mindset, and method**.

Over 2 million people worldwide (in aggregate) have watched her [TED talk](#), where the story of Gracenotes began.

Andrea's also the author of [Messages of Mattering: The Gracenotes Method for Cultivating Meaning, Connection, and Impact](#).

Andrea was featured in [a short film](#) about Gracenotes—and is an 3x award-winning author of [the book](#) on how to transform mediocre meetings into kick-ass events.

Her speaking clients include Amazon, The Boeing Company, WSECU, and many more.

Medium (200 words)

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Short (57 words)

Andrea Driessen is the founder of the global Gracenotes movement, a two-time TEDx speaker (two million+ views), and the author of [Messages of Mattering: The Gracenotes Method for Cultivating Meaning, Connection, and Impact](#). Based in Seattle, Washington, Andrea speaks worldwide about the transformative power of mattering. Her clients include Amazon, The Boeing Company, WSECU, and many more.

Super-short nugget

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