

The Power of Doing Good

for Business & Social Impact

B:CIVIC 

CAROL CONE
ON PURPOSE



A silhouette of a person holding a lit sparkler against a night sky. The sky is dark blue with scattered stars and several colorful hot air balloons. The person's arm is raised, holding the sparkler which is emitting bright sparks. The overall mood is celebratory and hopeful.

PURPOSE

an organization's reason for being beyond profits, grounded in humanity

An organization without purpose *manages* people and resources, while an organization with purpose *mobilizes* people and resources.

Purpose Momentum



Capitalism's New Zeitgeist



Larry Fink | CEO, Blackrock

2018:

“Without a sense of purpose, no company can achieve its full potential.”

2019:

“Purpose is not the sole pursuit of profits but the animating force for achieving them.”

A New Purpose for Corporations



BR) Business Roundtable

“While each of our individual companies serves its own corporate purpose, we share a fundamental commitment to all of our stakeholders.”

Social Purpose Has Evolved

FROM

LOCAL
MISSION-ORIENTED
TIED TO PHILANTHROPY
LINKED TO REPUTATION & RISK
COMMUNICATED TRADITIONALLY
FOLLOWS THE STATUS QUO

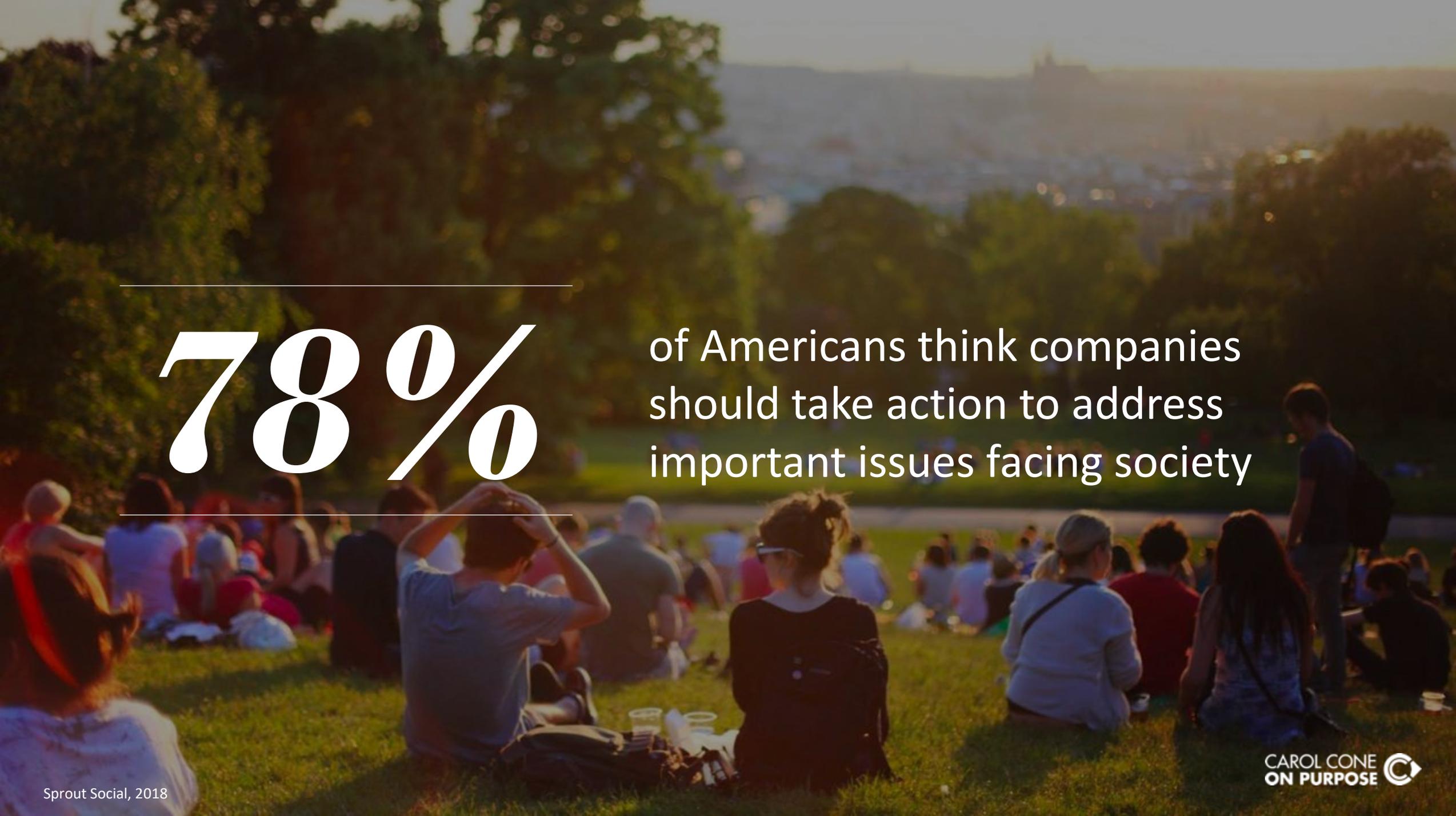
TO

GLOBAL
MISSION-CRITICAL
TIED TO BUSINESS & BRAND
LINKED TO INNOVATION & GROWTH
SHARED IN NOVEL WAYS
INVENTS NEW RULES OF ENGAGEMENT

Most people would not care if

74%

of brands disappeared



78%

of Americans think companies should take action to address important issues facing society

Social Purpose & Global Consumers

57%

buy or boycott based on a brand's political stance

65%

will not buy a brand if it stays silent on an issue it had an obligation to address



83%

of companies that over-perform on revenue growth link everything they do to purpose

Purpose
increases
shareholder
value by

\$1B+

according to a
15-year study of
the S&P 500

Over 10 years, brands
with meaning can
outperform the stock
market by

206%

Purpose Impacts the Entire Organization

52% build customer loyalty

40% develop new products and services

51% preserve brand value and reputation

25% identify and mitigate risk

42% attract and retain talent

25% identify ways to reduce cost base



— “We need to build brands that matter.”

We need to go from **marketing** to consumers to **matter**ing to people.”

Keith Weed
Former CMO, Unilever

The Millennial Mandate



87%

think business success should be measured in more than financial terms



87%

buy based on values; 76% boycott based on values

50%

believe innovation and social development should be the primary role of business



75%

say companies should create economic value by addressing societal needs

Gen Z Expectations



After learning that a brand supports a social issues, Gen Z is likely to:

85% trust the brand more

84% purchase the brand's products

83% recommend the brand

85%

companies have an obligation to address social issues

84%

companies should fund charitable work

58%

companies should stand up for what they believe in, even if controversial

ROI of Purpose on Employees



organizations with purpose programs can drive a

7.5%

increase in employee engagement

25% - 50%

reduction in turnover rate

90% - 200%

savings in replacement costs

13%

increase in productivity

Proven ROI



DRIVING SALES

600% increase in sales of products in Campaign for Real Beauty ads; 20% sales growth across brand



DRIVING SALES

Sustainable Living brands drove 70% turnover growth in 2017



ENGAGING EMPLOYEES

10x increase in employee loyalty and new market growth



CREATING A MODEL

Popularized the "One for One" model; built a \$600M company



DRIVING SALES

5.3% increase in quarterly sales after adopting a 100% "clean" menu



Leading Companies are Organizing Around Purpose



To inspire and nurture the human spirit



Make sustainable living commonplace

Microsoft

Empower every person and organization on the planet to achieve more

Walmart 

Save Money. Live Better.

amazon 

Be the Earth's most customer-centric company

 CVS Health

Helping people on their path to better health

And, Brands Are Too!



patagonia®

Environment



Dove®

Self-esteem



REI®

Outdoors



always®

Confidence



THE HONEST CO.®

Safe and clean living



THE BODY SHOP®

Responsible beauty

Purpose Spectrum



CAUSE
BRANDING



CORPORATE
CITIZENSHIP



PURPOSE
INNOVATION



PURPOSE
AS DNA



PURPOSE
ACTIVISM





Cause Branding



~~Can't Be
Brave~~

always



IMPACT

50%

increase in purchase intent

double-digit

increase in sales

70% women **60%** men

said the campaign changed their perception of the phrase 'like a girl'

always



Corporate Citizenship

Aflac®





IMPACT

5 point

increase in Reputation Institute
Pulse score attributed to MSAD

50%

reduction in perceived stress of a
child during treatment

2.5B

impressions following launch at
CES 2018

82%

of parents would recommend MSAD
to other parents



Purpose Innovation

Will
you
GO OUT
WITH
ME?

#OPTOUTSIDE

IMPACT

9.3%

increase in revenue

23%

uptick in digital sales

7%

increase in comparable store sales

and... **1.4M**

people went outside on
Black Friday

#OPTOUTSIDE

GO WATER<LESS™



LEVI'S® WATER<LESS™ PRODUCTS HAVE
SAVED OVER 172 MILLION LITRES OF WATER.
HEAVY ON STYLE, LIGHT ON WATER.





Purpose DNA



Food as it should be.





salesforce

The 1/1/1 Model

As a company, Salesforce give...

1% Profit



1% People



1% Product





IMPACT

"The business of business is improving the state of the world."

\$13.1B

expected revenue in 2019

3.2M

employee volunteer hours

30%

year-over-year growth rate

\$230M

in grants to nonprofit organizations

**The bottom line
is just a goal.**

**The question is,
how do you get there?**

**How to create balance
between profit and a
social conscience?**

Howard Schultz
Executive Chairman, Starbucks





STARBUCKS





Purpose Activism

Patagonia Beliefs in Action

**“Doing good work for the planet
creates new markets and makes
[us] more money.”**

That’s the Patagonia way.

– Rose Marcario, CEO, Patagonia



Best Practices

LEAD	Powerful programs are CEO-led
CONSTRUCT	Align with business objectives, stakeholder and societal needs
ADAPT	Must resonate locally
INTEGRATE	Embed in business units and enabling functions
MEASURE	Build performance measures up front
NARRATE	Storytelling across all communications formats
ENGAGE	Employees first, then civil society, influencers, consumers, communities, and government
EVOLVE	Evolve programs to stay relevant



**“Every single social and global issue of our day is
a business opportunity in disguise.”**

Peter F. Drucker

What's your purpose?

Carol Cone, CEO

ccone@purposecollaborative.com

