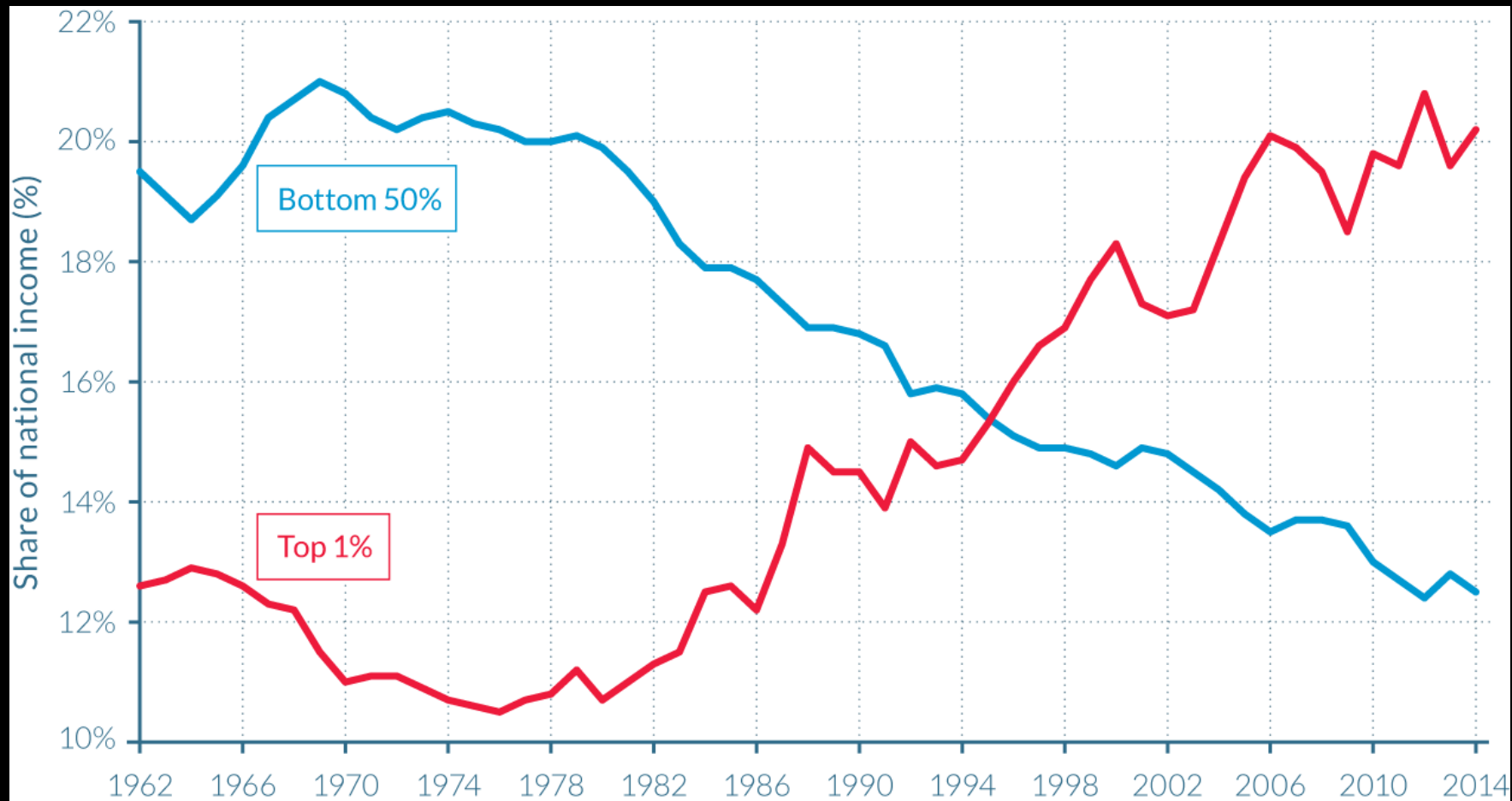


Social purpose is the key

@jonduschinsky

What is a life well-lived?

Do good or make money?



Source: Piketty, Saez and Zucman (2018). See wir2018.wid.world/methodology.html for data series and notes.









For-profit and non-profit

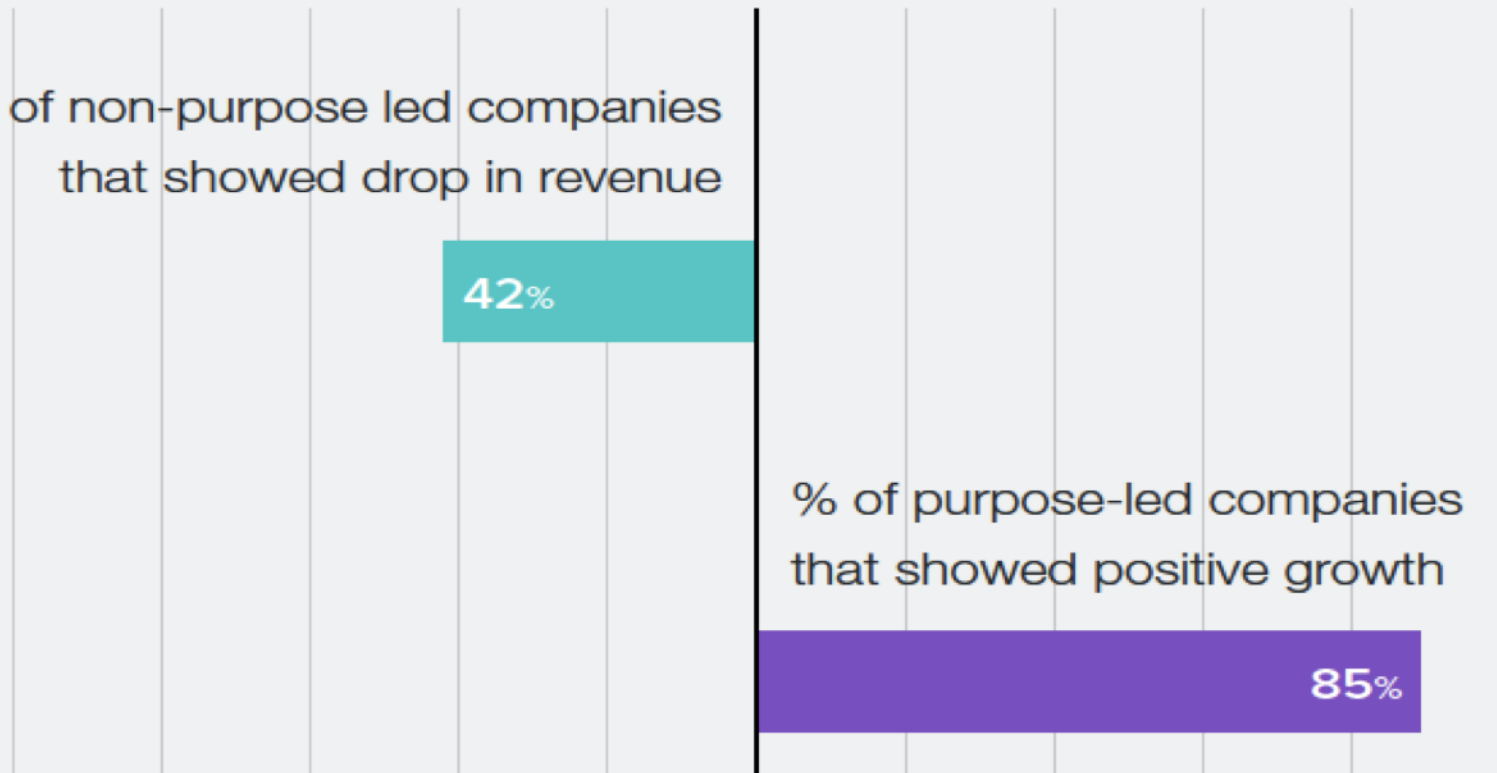
For change and irrelevant

% of non-purpose led companies
that showed drop in revenue

42%

% of purpose-led companies
that showed positive growth

85%



**Are you a purpose driven
company?**

**Serves all stakeholders and
improves society**

**Has a human-centric mission
designed to inspire a call to
action**

Get (and keep) the best employees

1.4x



1.4 times more engaged and
1.7 times more satisfied¹



3x

3 times more
likely to stay¹

Attract, retain and engage customers

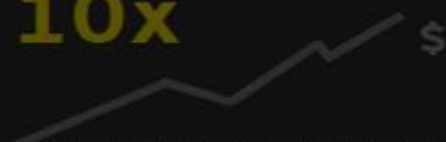
89% of clients believe a
purpose-driven
company will
deliver the highest quality
products/services

72% of global consumers
would recommend a
company with a purpose, a 39% increase
from 2008²

84% of emerging market
consumers make
cause related
purchases at least annually²

Increase returns for shareholders

10x



Purpose-led companies outperformed the S&P
500 by 10 times between 1996 and 2011³

120%



'Meaningful brands' connected to
human well-being outperformed the
stock market by 120% in 2013⁴

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**Define your purpose
before someone else
does – be ambitious**

**Create a succinct
message that works
internally & externally**

**Create the strategy to
get the message out**

**Senior leadership
champion purpose
through words &
actions**

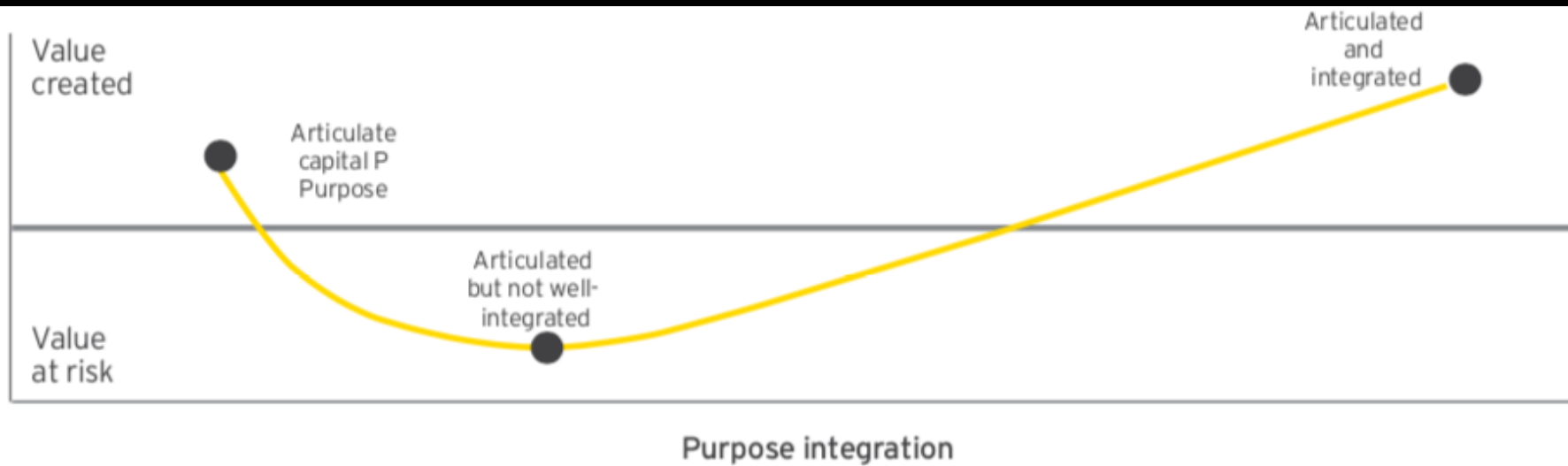
P-Action Plan

**Focus where it matters
the most – on the
frontline**

**Practice radical
candour and close the
gap between what you
say and what you do**

**Start using purpose to
make decisions and
rewards behaviours
that drive purpose**

**Integrate to your sales
teams' messaging and
proposition**







The Nano-Air[®] Light Hybrid Jacket

warmth up front

See the Jacket





**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

patagonia
patagonia.com

**How are you empowering a
purpose-driven society?**

47% of US jobs will disappear by 2030

**Over 45% of Malaysian millennials are
giggers**

Social security for the gig economy



**Unbundling of
responsibility + benefit
balance sheet**

Business supports



**Erosion of corporate
communities**

Social supports



Multiple “standards”

Quality standards

Social security for the gig economy

Business supports



Job & service discovery
Finance & admin
Facilities & equipment

Social supports



Training & education
Insurance & benefits
Knowledge exchange
Community
organization (H2H)

Quality standards



Quality assurance
Reputation management
Identity



It is not *the* economy, it's *our* economy. We shape it and define it. We produce it and consume it. We supply it and demand it. We are the makers and the builders, the inventors and the investors, the thinkers and the doers. And we have the tools and technology to make the economy work with us and for us, because that is what we created it to do.

MUST WE CHOOSE BETWEEN THE COMPANY WE KEEP AND THE COMPANY THAT KEEPS US?

You decide. It's our economy.

**When humans are no longer needed to
work the machines to create the
capital, we can focus on doing things
we care about and that leave a real
legacy**

**To economic
growth**

**To a life well-
lived**

Social purpose is key

**To strong
communities**

**To societal
balance**

**It's not what you make,
it's what you're made of**



Thank you

@jonduschinsky