

Purpose business case

Short version, Q1 2018

Productivity

14x Outperformance of S&P500 by purpose-led companies between 1998 and 2013.⁶

2.25x Employees who are inspired by the companies' leaders and purpose are more than twice as productive as 'satisfied' ones.⁹

81% Executives believe that purpose-driven companies will deliver higher quality of products and services for their clients.⁴

Innovation

84% Of executives believe that business transformations will have greater success if integrated with purpose.⁴

89% Of executives believe that a clear purpose is a good guide/inspiration to future innovation of products and services.⁴

50% People who see work as a calling are 50% more likely to have a top position in the firm.³

Brand engagement

94% Executives of purpose-driven companies say their company has strong customer satisfaction.⁵

2.3x People who experience purpose at work are 2.3 times as likely to be engaged.¹

2.8x People with purpose at work are 2.8 times as likely to stay in their job.¹

85% Executives that are more likely to recommend a company with purpose to others.⁴

Risk Management

85% Of CEOs agree that they will have to address wider stakeholder needs in five years' time.⁸

80% Of people believe that CEOs should be personally visible in discussing societal issues as this should be a C-level discussion.⁸

Profitability in the long run

87% Executives believe that companies perform best over time if their purpose goes beyond profit.⁴

47% More revenue for firms in with a long-term view of value creation in a 13-year period.¹⁰

50% Greater likelihood to end in the top decile or quarter for shareholder returns.¹⁰

1 Trillion USD in potential value in the past decade if companies would choose a long term approach.¹⁰

Sources: ¹ HBR/The Energy Project, Human era at work (2014); ² Gallup - State of the global workplace (2013); ³ Imperative and New York University, Workforce Purpose Index (2015); ⁴ HBR/EY, The business case for purpose (2015); ⁵ Deloitte, Core beliefs culture survey (2013); ⁶ Raj Sisodia, Firms of Endearment (2013); ⁷ Havas, Meaningful Brands Index (2013); ⁸ Edelman, Trust Barometer Global (2016); ⁹ PwC Tax CEO survey (2016); ¹⁰ Bain & Company; ¹⁰ McKinsey Quarterly, Measuring the economic impact of short-termism (2017)

PURPOSE+