

Conversation with Q5



Q5

Webinar | In Conversation with Q5

The Purpose Driven Business

25th of April 2022



We've brought together a super set of experts to talk with us today; drawn from the sustainability and purpose industries, all with different perspectives and experiences.

In Conversation with Q5

Presents

The Purpose Driven Business - What does this really mean?

Live Webinar

25 April 2022
17:00 - 18:00 GMT

Facilitated by:



Claire Hamlin
Partner, Q5



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If you have any questions, please contact claire.hamlin@q5partners.com

With expert speakers:



Kate Adams

Strategic Advisor Execs & Boards, NED British Paralympic Association



Mary Pizzezy

Research & Programmes Director at ReGenerate



Marcus Southon

Senior Sustainability Manager at Cazoo

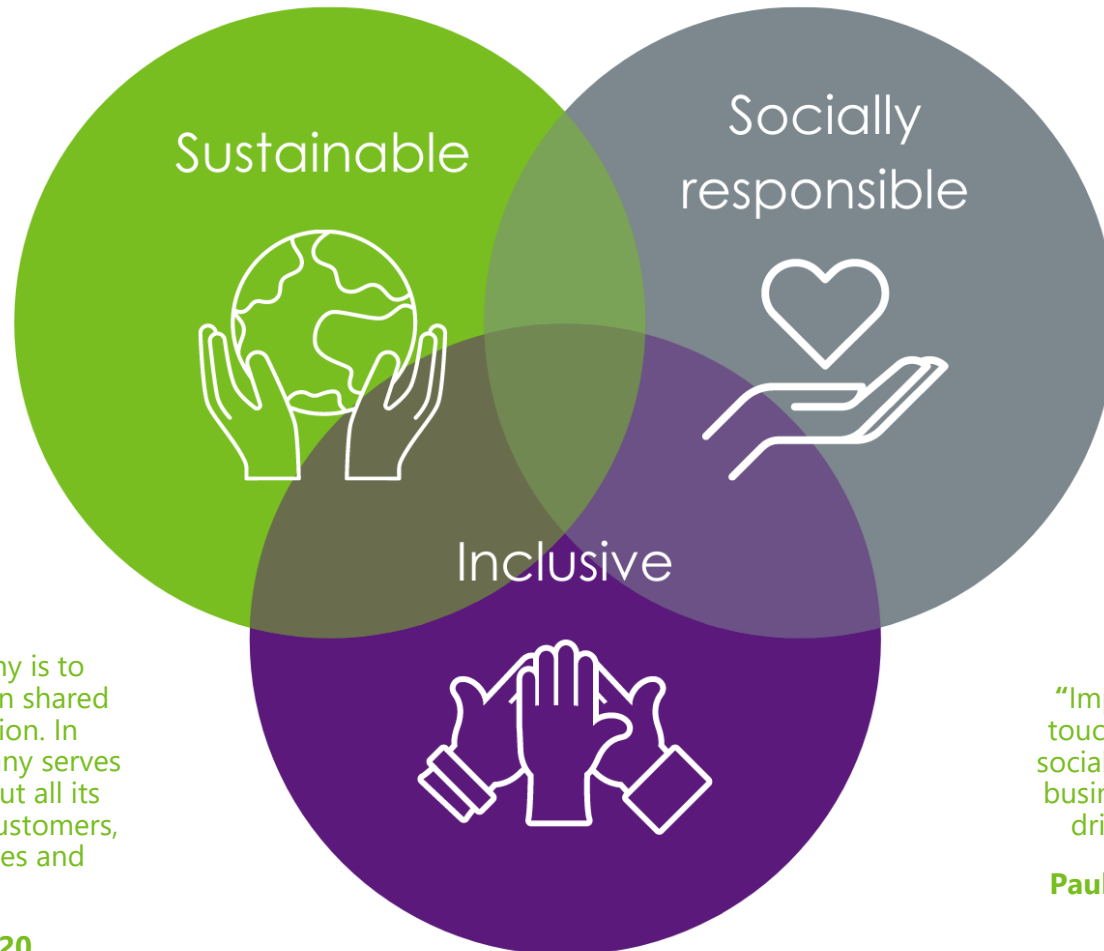


So, what is a purpose driven business?

Profits should come not from creating the worlds problems but solving them, not profits with a side of purpose, but profits through purpose... (Paul Polman)

“Profitably solving the problems of people and planet, and not profiting from creating problems.” –

**Professor Colin Mayer,
The Future of the Corporation.**



“The purpose of a company is to engage all its stakeholders in shared and sustained value creation. In creating such value, a company serves not only its shareholders, but all its stakeholders – employees, customers, suppliers, local communities and society at large.” –

Davos Manifesto, 2020

“Improves the lives of everyone it touches, takes ownership of all the social and environmental impacts its business model creates, partners to drive transformative change” -

**Paul Polman & Andrew Winston,
Net Positive.**

How do we know a business is purpose-driven?

“Responsibility is the core divider between a typical business and a purpose-driven/net positive one”

Questions to ask....

Is there a clear and authentic purpose that is reflected in strategy? Is purpose connected to the profit engine – not a side activity?

Is purpose embedded in company articles and supported by the board & investors?

Does the business measure and seek to understand its impact? Does the business take ownership of all impacts, intended or not?

Does the business seek to build lasting relationships with customers and suppliers? Are suppliers treated fairly? Does the company work to optimise not just their own business but suppliers’ operations and customers lives as well?

Does the business pay fair tax?

Does the business welcome public scrutiny?

Are they a responsible and responsive employer?

Does the business create positive returns for all stakeholders, across longer time-frames?

Does the business partner to drive systemic positive change?



Fig 1. ReGenerate.org



Fig 2. Blueprint for Better Business



Fig 3. UN SDGs



Audience | when asked go to www.menti.com and enter the code below to answer the question...

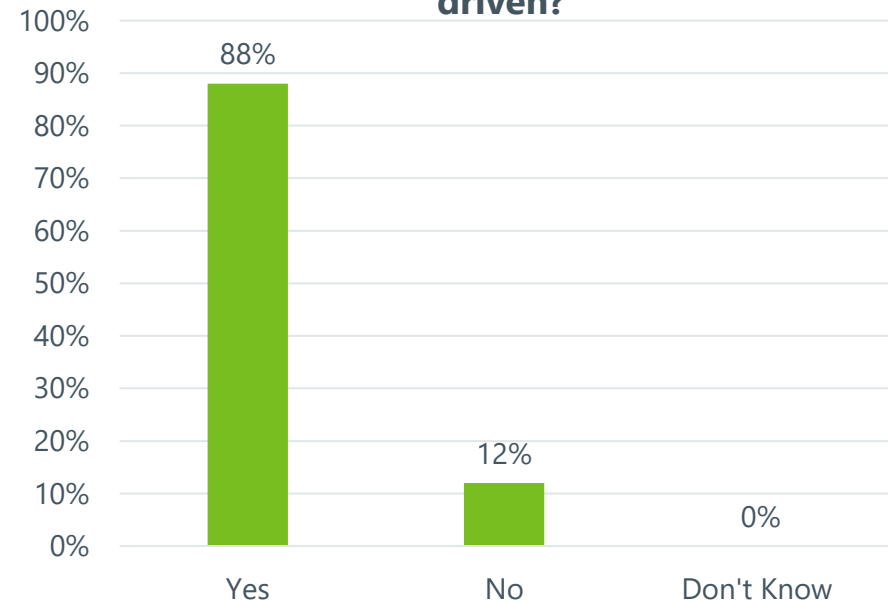
We need businesses to go far beyond just cutting some carbon emissions and being less bad; business needs to move into positive impact territory

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1. Why is this now the time or the age of purpose-driven?
2. What's helping organisations to move in the right direction? What's not?
3. How do you get started when it's your intention to become more purpose driven?
4. How to retain authenticity on your purpose transformation journey?

LinkedIn Poll Results

Does every business need to be purpose driven?



To learn more about our fantastic speakers or to ask further questions, please contact:

claire.hamlin@q5partners.com

In Conversation with Q5

Spring series

25

The purpose driven business - what does this really mean?

April 25, 17:00-18:00 BST

11

Beyond CSR: Partnering with purpose

May 11, 17:00-18:00 BST

26

What makes a healthy culture?

May 26, 17:00-18:00 BST

Featuring experts from:

REGENERATE



CAZOO



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Previous webinar recordings are available on Vimeo:

<https://vimeo.com/user10364470>

Introducing our spring webinar series! Join our 60 minute live webinars this April and May to hear expert speakers share their valuable insights on the below topics.

Find out more about each webinar and register below:

11th May, Beyond CSR: Partnering with purpose

Register here: <https://lnkd.in/dzCS9m3k>

26th May, What makes a healthy culture?

Register here: <https://lnkd.in/dhTENCKf>

END Appendix

NOTES for the handouts/ template for the follow-up materials



Audience | Go to www.menti.com and enter the code to take part in the Poll...!

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Go to www.menti.com and use the code 8540 6884

In your opinion what is the most important key element of a Purpose Driven Business?

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