



ASIA CORPORATE LEADERSHIP COUNCIL OF SOUTHEAST ASIA

The Asia Corporate Leadership Council authoritatively informs its members on critical stakeholder issues, defines cogent calls-to-action, and establishes and promotes best-practices in Corporate Purpose for Asia.

It is the “Go To Place” for knowhow on GETTING CORPORATE PURPOSE DONE in Asia.

THE PROBLEM

CEOs and their C-suites in Asia face daunting uncertainties in the regional business environment that are both contemporary and forthcoming.

COVID-19 has changed the world, exposing myriad institutional and societal weaknesses, and forcing a comprehensive reimagination of work, public life, and civic engagement. While the pandemic clearly offers opportunities for reset and reform over the long-term, it is exacerbating numerous tensions in the business environment that were already pronounced pre-COVID.

The need for purpose-driven companies, and the leadership they provide, is only increasing as political divides stymie government effectiveness and thwart progress on urgent ESG priorities. On the horizon, disruptive technologies, data-use tensions and workforce displacement portend immense operational challenges. Environmental sustainability imperatives are undeniable everywhere. Meanwhile, demographic shifts and yawning wealth inequality are reshaping consumption and workforce dynamics, and in most places fueling serious societal tension and discord.

The public’s expectations for sound governance, strong corporate citizenship and environmental protection are rising fast. Amidst this maelstrom, business is on call to provide intellectual, social and ethical leadership. It’s a daunting call-to-action.

Business must act in setting higher goals for strategy and risk management functions and in establishing fully fledged, unquestionably authentic, corporate purpose functions that

demonstrably and continuously improve stakeholder welfare. First mover advantages await those with the ability to execute ahead of the curve.

Looking forward, Corporate Purpose excellence will undoubtedly become *the* critical success factor for business in Asia.

THE SOLUTION

The **Asia Corporate Leadership Council** is designed to advance the knowledge of Asia-based CEOs and senior-most business leaders on corporate purpose best practices – both strategic and operational – to ensure they are informed and equipped to achieve standout success.

The **Asia Corporate Leadership Council** brings together the combined capabilities of The Conference Board, Inside Asia and The Center for Creative Leadership to offer the unique combination of expertise and resources needed to accomplish the ambitious remit of this Council.

MEMBER PROFILE

Global and regional CEOs, Chairmen/women and Executive Directors of western and regional multinational companies and large family businesses operating from Singapore.

PROGRAM LEADERSHIP



Steve Stine
Program Director
CEO—Inside Asia



David Hoffman
Program Chair
Senior VP—Asia
The Conference Board



Sunil Puri
Research Lead
Head of Research
CCL Asia



The Conference Board is a global, 104 - year-old, member-focused thinktank that provides trusted insights for what’s ahead. Conferenced Board research, thought leadership and experiential programs are prized by senior-most executives worldwide.



Inside Asia is a leadership development firm focused on corporate purpose excellence and the creator of the Inside Asia podcast - Asia’s largest business- and corporate purpose focused podcast on Asia.



Center for
Creative
Leadership

The Center for Creative Leadership (CCL) is one of the world’s foremost leadership and people development organizations. Its mission is to advance the understanding, practice and development of leadership for the benefit of society worldwide.



OVERVIEW OF THE COUNCIL PROGRAM

The Asia Corporate Leadership Council program delivers insights for what's ahead via vanguard research and thought leadership, as well as deep interaction with experts and among members.

The Council program comprises three components: Council Convenings, Through Leadership, and Public Outreach.

COUNCIL CONVENINGS

Council Meetings – 10 monthly, 2-hour Council meetings focused high priority strategic and execution issues defined by Members. Meetings are held virtually for utmost efficiency and schedule accommodation. Meetings feature research briefings; expert panels; facilitated round-robins and break-out discussions; member case studies; and peer-assist exercises. Council meetings are conducted under Chatham House Rules. Detailed, member's only, Insight Summaries are produced for each meeting to help Member companies put Council learnings to work.

Alchemy Dialogues – Four to six in-person dinner gatherings for relaxed yet immersive discussion on corporate purpose-related developments and exploration of collaboration opportunities. Occasional guest expert interactions to expand Member mindfulness about the civilizational issues shaping the global business environment.

THOUGHT LEADERSHIP

The Asia Corporate Leadership Council is agenda driven and research led. It features a continuous primary research program designed to:

- Illuminate key corporate purpose imperatives, issues, and challenges.
- Identify the methods, processes and tools for corporate purpose excellence.
- Factually inform the public dialogue on the topic of corporate purpose.

The thought leadership program includes:

Corporate Purpose Assessment – A 90-minute, one-on-one diagnostic exercise facilitated by our Program Director to help you identify key gaps in your corporate purpose agenda and opportunities for accelerated progress.

The Future Fluency Brief – A quarterly compendium of literature reviews, thought leadership, important news, and key resources to keep Council members abreast of leading-edge developments in the corporate purpose space.

Primary Research – At present, the Council's primary research program comprises two parts:

1. The Asia Corporate Purpose Monitor – An AI/big data analysis of public discourse trends on corporate purpose topics across 10 markets in Asia. What are Asian consumers concerned and excited about? Where are the best opportunities for corporate engagement?

FOR MORE INFORMATION

David Hoffman | david.hoffman@tcb.org
Steve Stine | steve.stine@tcb.org

www.conferenceboard.org/asia/

THE COUNCIL MANDATE

The Council will define, exemplify, and promote best practices in corporate purpose for Asia.

Via Expert Input and Dedicated Research – It will authoritatively assess highly uncertain future business environment challenges for Asia – technological, societal, environmental, political, etc. – to identify key stakeholder issues that companies should be paying attention to.

Via Confidential Peer Exchange and Debate – It will identify optimal ways and means of leveraging corporate competencies, partnerships and novel programs to purposefully address stakeholder issues.

Via Facilitated Group Brainstorming – It will define C-suite "calls-to-action" on corporate purpose challenges and equip members with the knowhow to define, organize and implement successful corporate purpose transformations and work programs.

Via Strategic Outreach – It will publicly disseminate good ideas on corporate purpose implementation to effect positive change – when appropriate, working with Singapore government, ASEAN, and other channels to amplify selected ideas Asia-wide.

2. Corporate Purpose Case Studies – Detailed case studies explaining how companies are getting corporate purpose programs done successfully in Asia, from strategy to execution, with emphasis on how key challenges have been resolved.

Company Briefings – Customized briefings derived from Council materials to help Members convey key Council learnings and insights internally and inform and motivate management and staff activity.

TCB.org Access – ACLC Members get access to the corporate purpose related research of The Conference Board, and all our global research and data resources via three TCB.org accesses, one for you and two for your specified designates (www.tcb.org).

..and more...

PUBLIC OUTREACH

The Council will undertake programmatic Public Relations, both via traditional channels and social media, to promote the awareness and prominence of the Council. Members will have the opportunity to feature in these activities on a voluntary basis.

It is proposed that the Council group, or a subset thereof, commit to working together on some coordinated projects in service of selected stakeholders in Asia that exemplify corporate purpose in action.

ANNUAL MEMBERSHIP FEE

To Be Discussed

The Conference Board is a member-focused think tank that provides trusted insights for what's ahead. We are a non-partisan, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States.