

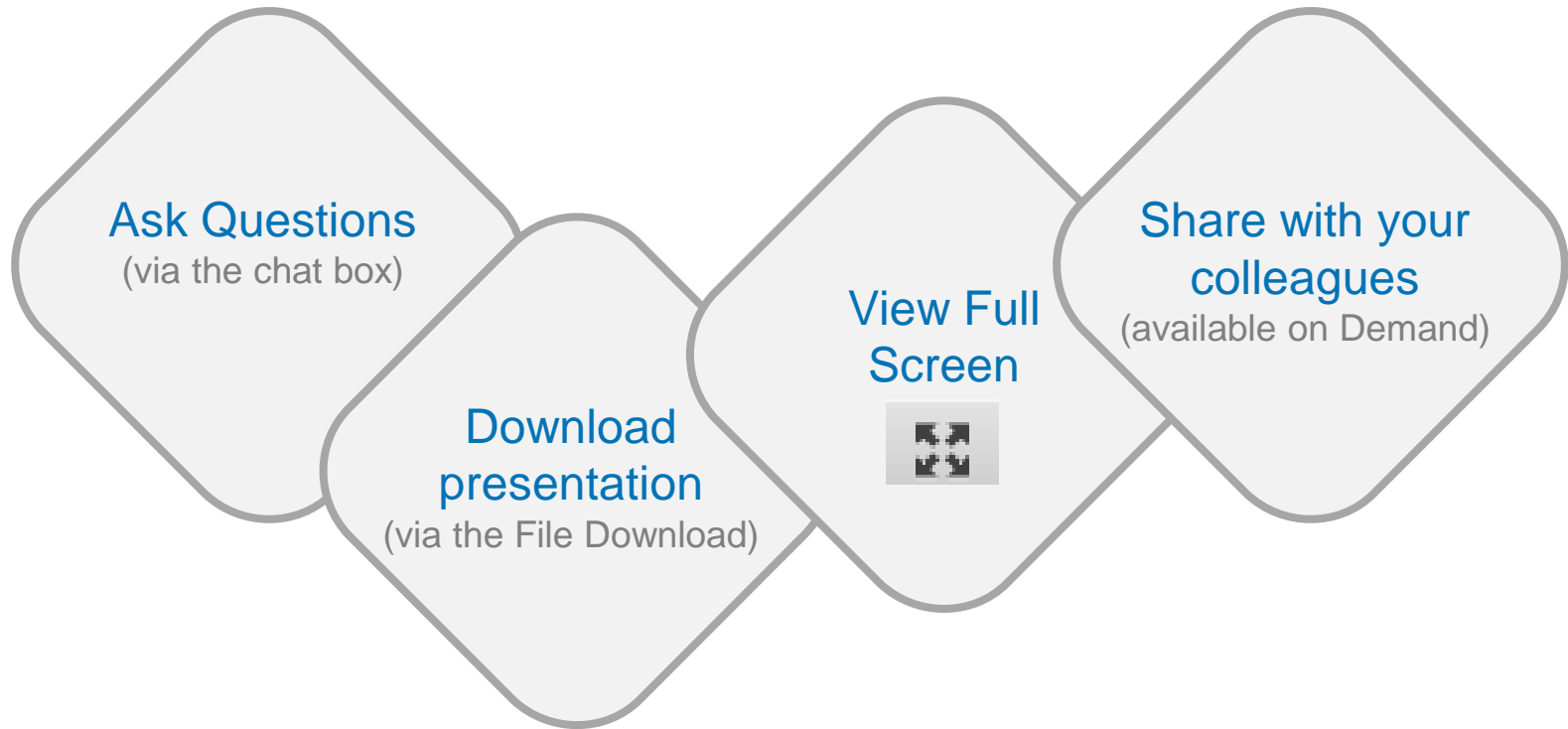
The Chair of The Future – Part II

Does Doing the Right Thing Pay? Purpose in a Post COVID-19 World

06 Oct 2020, 3PM CET



Making the most of the webcast



Tell us about your experience to help us improve our future program



Earn Credits

CPE (NASBA)

- ✓ Click the link in the **CEU Request Pod** in the bottom right corner of the webcast console to sign up for credit
- ✓ Stay online for the entire webcast
- ✓ Click 'ok' for 3 popups that occur during the program
- ✓ Credit available for participation in live webcast only



Panelists:



Eric Salama

Global Business Leader, Chair @ComicRelief, Senior Fellow, former CEO @Kantar

Eric is a global business leader with a track record of transformation. He is currently the Chairman of Comic Relief, a Senior Fellow at Harvard's Kennedy School and a director of Morning Consult. He has recently stepped down as CEO of Kantar, one of the world's leading rese...[Full Bio](#)



Chris Gentle (Moderator)

Director of Insights
The Conference Board

Dr. Chris Gentle is an advisor to The Conference Board and teaches at London Business School and Hult International Business School. He is also NED at Reach South and Chair of the Finance Committee.

Chris has over 20 years international experience in strategy consulting working at b...[Full Bio](#)



BR 
**Business
Roundtable**

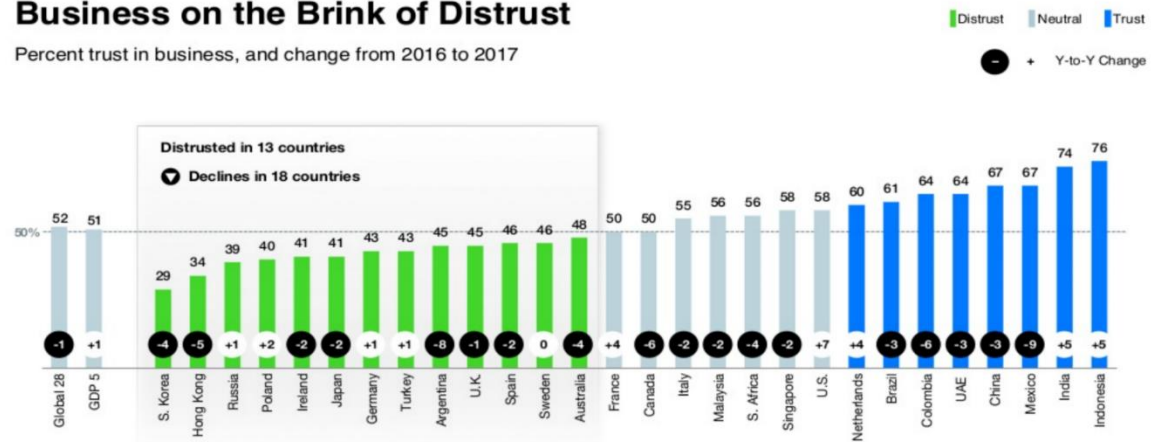


Growing uncertainty & complexity, but a decline in trust



Business on the Brink of Distrust

Percent trust in business, and change from 2016 to 2017



Source: 2017 Edelman Trust Barometer Q1 1-620. [TRACKING] [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 26-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.



Costs of doing nothing higher than those of action



Does doing the right thing pay?

“Globalization was fantastic, except that it hollowed out the middle in many parts” of the world. A company like Microsoft will be rejected “unless [we] are really adding economic surplus in any country [we] operate in.”
Mr S. Nardella, CEO, Microsoft.

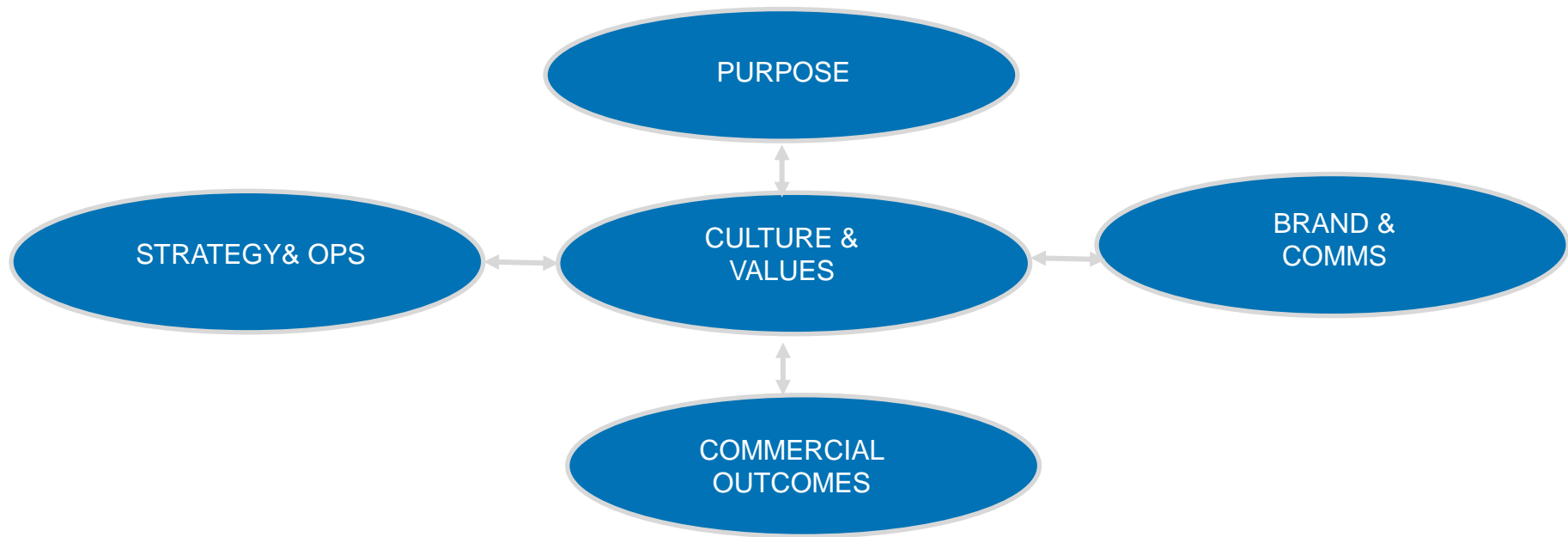


Source: Bloomberg Technology. Brad Stone. 21 Jan 2019.



Final thought.....Gaining competitive advantage & survival

Will companies which can't align ethics, purpose and compliance with strategy lose out to those companies which can?



Action: With the lifespan of a firm in S&P Index to average <15 years by 2025 successfully implementing a differentiating business strategy & purpose could be paramount in the future success of the organisation. Allowing doing the right thing to pay?



Join us November 3rd, 2020 for part three – **The Digital Board – Board Governance in the 21st Century**



[Register now](#)



[CLICK HERE](#)

***To tell us about
your experience!***

