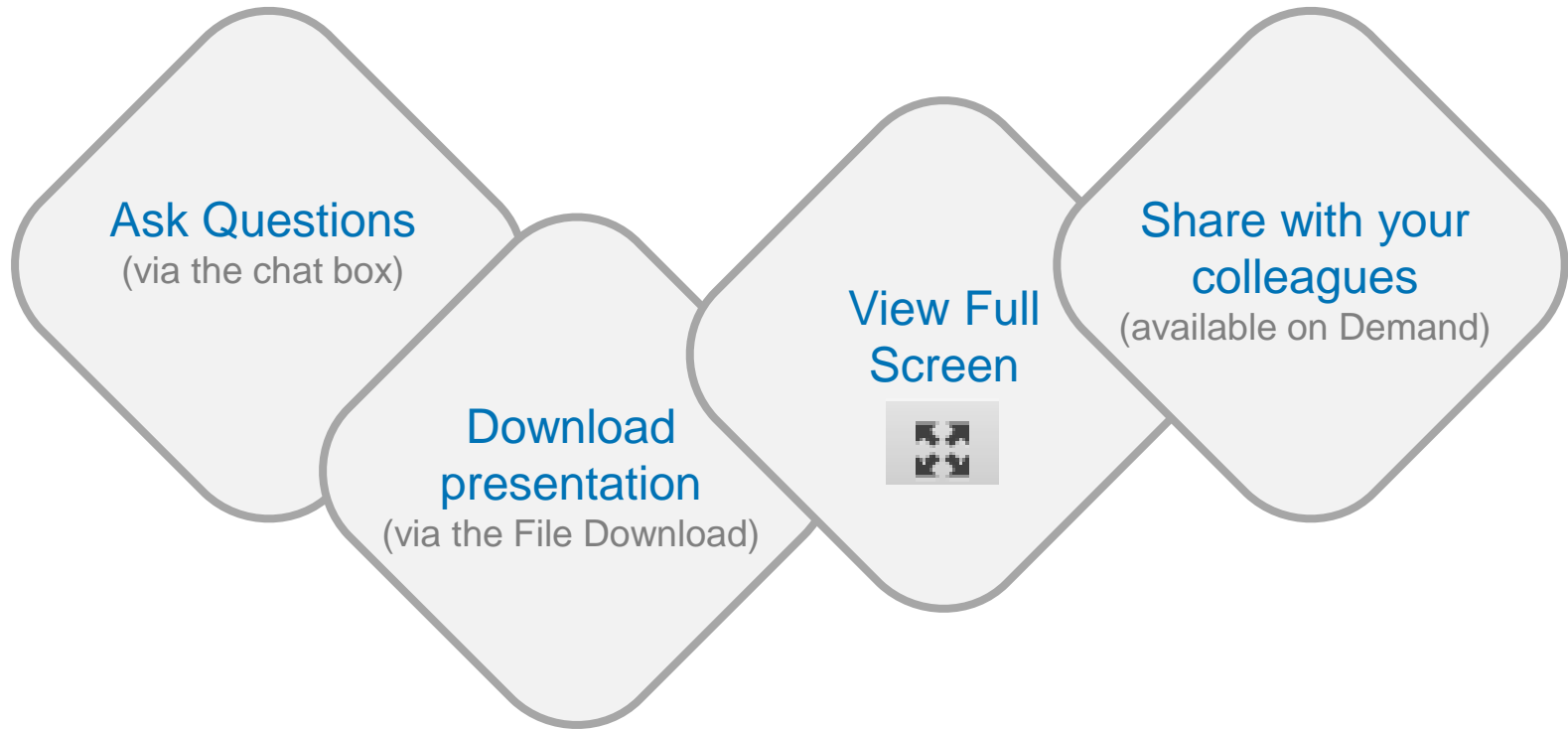


Does doing the right thing pay?

Webcast on Company Purpose
23 Oct, 2019. Brussels.



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Panelists:



Prof. Colin Mayer

Peter Moores Professor of Management Studies
University of Oxford

Colin Mayer is the Peter Moores Professor of Management Studies at the Saïd Business School at the University of Oxford. He is an Honorary Fellow of Oriel College, Oxford and of St Anne's College, Oxford, and a Professorial Fellow of Wadham College, Oxford. He is an Ordinary...[Full Bio](#)



Chris Gentle (Moderator)

Business Analyst
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

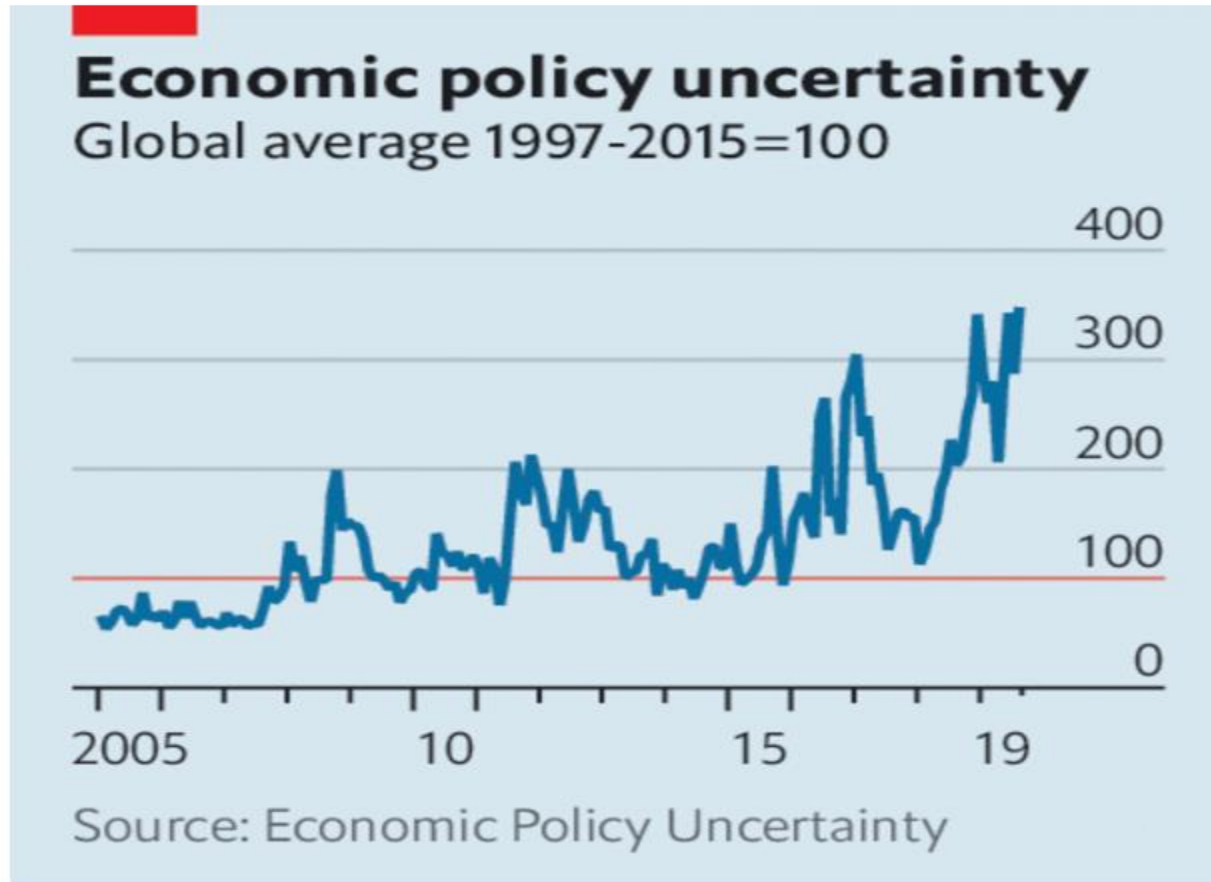


Business Roundtable





Growing uncertainty & complexity.....

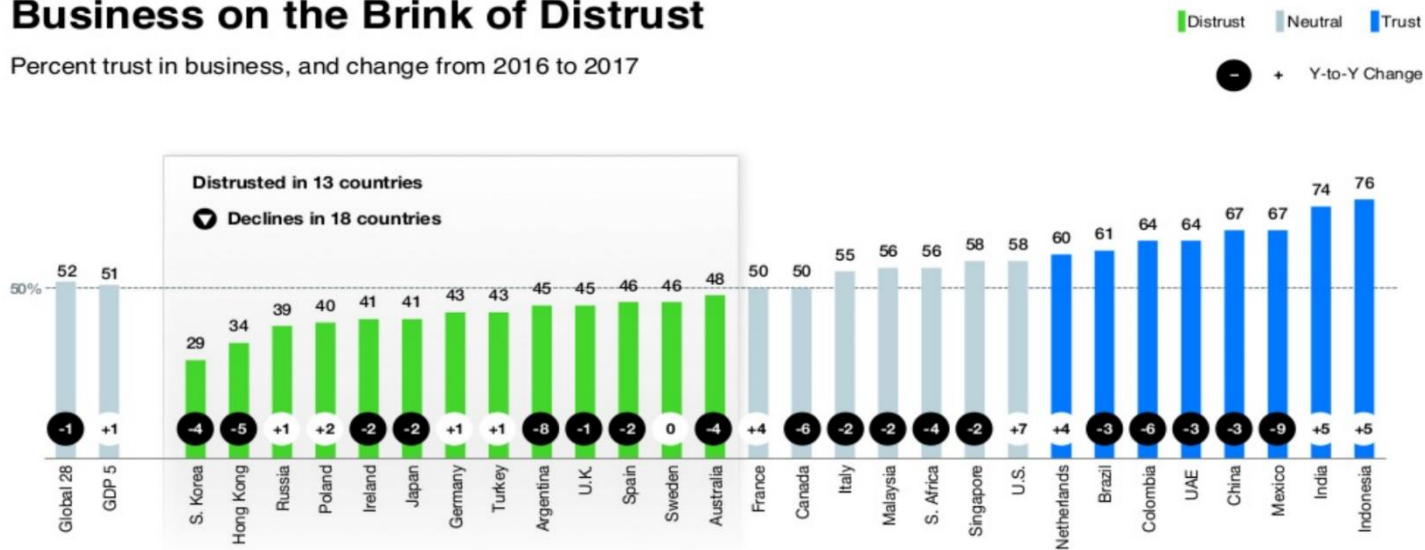


The Economist

Trust in business is on the decline across the globe driving a further focus on ethics and purpose

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, 28-country global total.

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

15

“By acting on their purpose, companies can [potentially] create more value for their shareholders and society over the long-term than pursuing purely financial goals or a narrowly defined self-interest”. The Financial Times. 4th January. 2019.

Source: Edelman Global Trust Barometer. 2018. Financial Times. 2019. Business Purpose over Business Profit?. 4 Jan 2019.





“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.



Powerful new drivers are shortening the lifespan of corporates

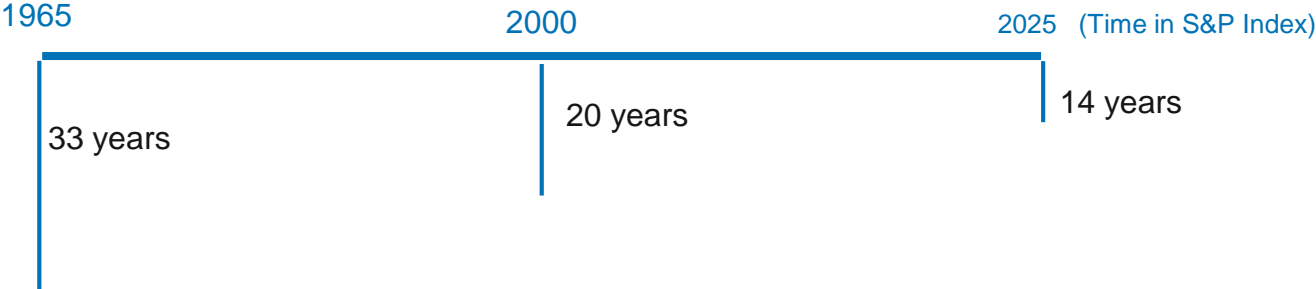
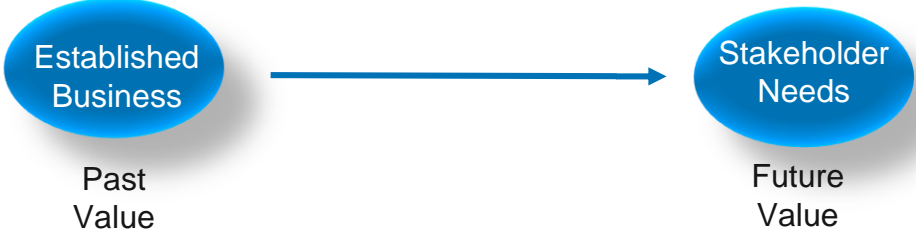
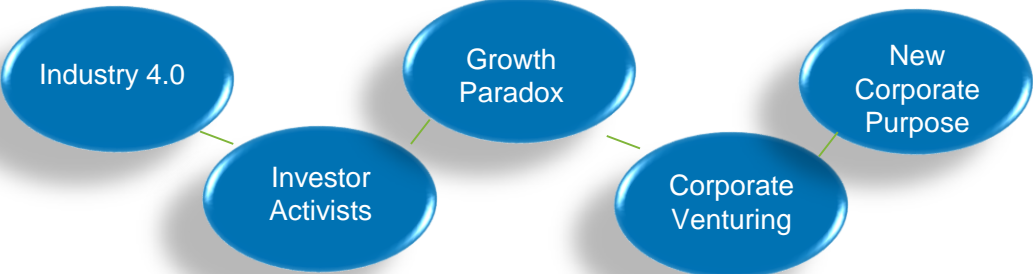
Future Drivers of Corporate Performance



Changing Value Equation



Not All Firms Will Survive

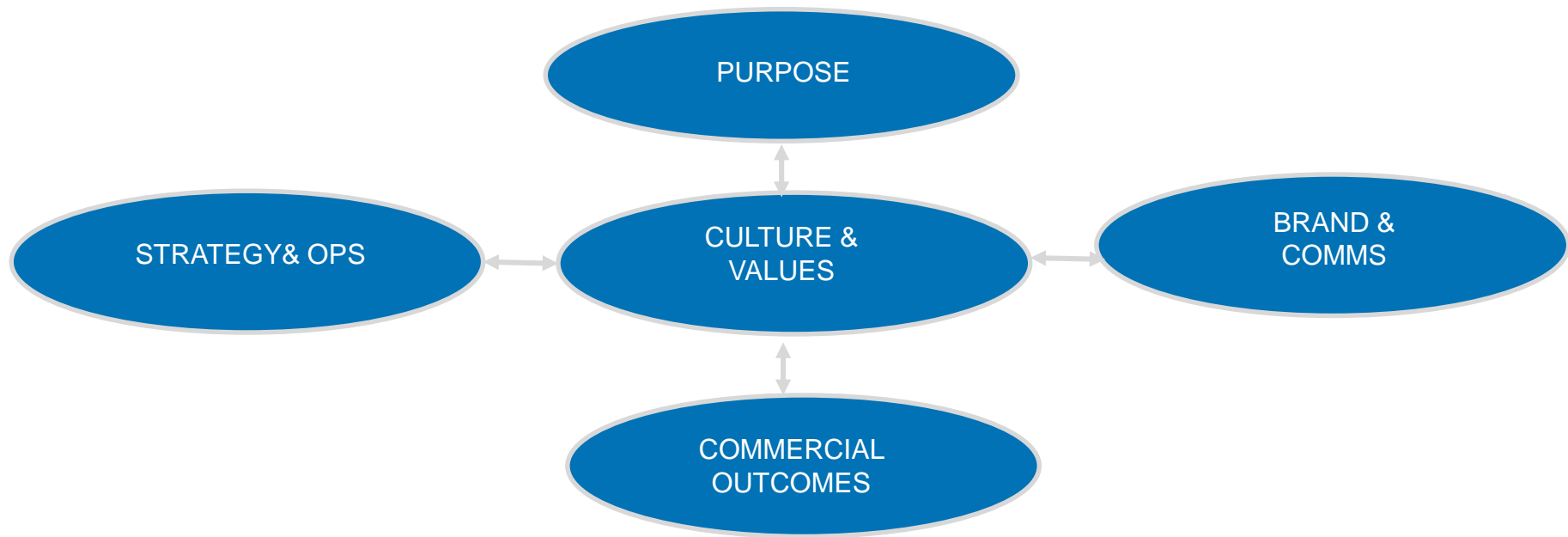


Source: multiple.com; S&P 500, Inc.com; Torridon analysis



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 -- enabling doing the right thing to pay?



Related Peer Networks:

Corporate Governance Council

The Corporate Governance Council was founded in Europe in recognition of the growing importance attached by investors to the effectiveness of the corporate board. It has strong connections to the Corporate Governance Research Center, based in New York. The Council is dedicated to executives with governance interest and responsibility, based in Europe, including corporate secretaries, legal counsel, and institutional investors responsible for corporate governance policies

<https://www.conference-board.org/councils/councildetail.cfm?councilid=92>

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