The Power of Purpose: How Social Impact Drives Business Results

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THE POWER OF PURPOSE
WHY IT WORKS

- Aligns Stakeholders
- Improves Execution
- Spurs Innovation
- Meets a Social Need
- Enhances Communication
Improved Bottom Line

Net Income

- Negative AB Scores: -67%
  Positive AB Scores: 12.5%

ROE

- Negative AB Scores: 10%
  Positive AB Scores: 42.1%
Market Rewards
POWER OF PURPOSE
THROUGH ESG
OUR GOALS:

- Explain What ESG Is
- Share Why You Need to Care
- Show You How to Incorporate This Into Your Work
What is ESG?
3 KEY PILLARS

**ENVIRONMENTAL**
Environmental issues such as climate change & pollution

**SOCIAL**
Social issues around workplace practices & human capital

**GOVERNANCE**
Governance issues such as executive pay, accounting & ethics
Why Care?
$27,000,000,000,000

Increase in Company Docs Referencing ESG Terminology - 2012 -2017
Source: AlphaSense
The Threat
MORE COMPETITION

• Funding Moving Towards Social Enterprise

• Donor / Investor Sophistication

• Breadth of New Models
The Opportunity
LEVERAGE YOUR EXPERTISE

• Drive Conversations About Meaningful Impact

• Identify New Partnerships

• Create Shared Value Across the Ecosystem

• Consider Impact Investing
The How
3 TOOLS TO DRIVE PARTNERSHIP

• Align With Larger Purpose

• Identify Unique Value Propositions

• Find Aligned Industries
WE CAN HELP BUSINESSES PROVE THAT THEY CARE ABOUT:

- Employees
- Customers
- Communities
- Industry
- Impact

Your paragraph text
3 THINGS YOU CAN DO TODAY:

• Download and read an ESG report for a publicly traded company in your industry.

• Schedule a call with your corporate partners to understand their needs around ESG reporting.

• Set a meeting to work with your teams on a similar exercise to align your mission with corporate purpose.
LET'S CONNECT

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Feeling inspired?

PLEASE RATE THIS SESSION BEFORE LEAVING