

The Power of Purpose

Instructions

TIME

30 mins to read, plus time for research if necessary

YOU WILL NEED

Nothing.

WHAT IS IT FOR?

A crib sheet to help you build the business case for Purpose.

HOW DO I USE IT?

Explore the crib sheet to understand the range of ways Purpose has been shown to have an impact on business—both inside, outside and with investors. You may want to augment this with proof points from within your own organisation. Whilst like for like data might not be possible, use the evidence from elsewhere to inspire your own case for change.

		OUTSIDE OUR BUSINESS	
CONSUMERS	Growth	66% of consumers would switch from a product they typically buy, to a new product from a Purpose-driven company. This figure goes up to 91% when Millennials (born 1980–1994) are polled. (Porter Novelli Purpose Study, 2018)	Over a period of 12 years, the brands with high perceived positive impact have a brand value growth of 175%, versus 86% for medium positive impact and 70% for low positive impact. (Kantar Purpose study, 2020)
	Advocacy	53% of consumers who are disappointed with a brand's words or actions on a social issue complain about it, with 47% walking away in frustration and 17% not coming back. (Accenture, 2018)	64% of consumers are belief-driven and are more likely to advocate for a brand's stand than its product features. (Endelman Earned Brand 2018)
	Price	66% consumers will pay more for products and services from brands that are committed to making a positive social impact. (Nielson, 2015)	"On average, 70% of purpose-driven shoppers pay an added premium of 35% more per upfront cost for sustainable purchases, such as recycled or eco-friendly goods." (IBM and NRF study, 2020)
EMPLOYEES	Recruitment	64% of Millennials won't take a job if their employer doesn't have a strong CSR policy. (The Cone Communications Millennial Employee Study, 2018)	A higher proportion of Gen-Z workers now prioritize purpose than salary when it comes to their job. (WeSpire, 2018)
	Performance	53% of executives at companies with a Purpose said their organization is successful with innovation and transformation efforts, while only 19% report success at companies without. (Harvard EY Beacon Institute Survey, 2019)	Purpose-driven companies report 30% higher levels of innovation. (Deloitte Insights Global Marketing Trends Report, 2020)
	Turnover	Purpose-driven companies have 40% higher levels of workforce retention than their competitors (Deloitte Insights Global Marketing Trends Report, 2020)	Turnover increases by an average of 57% in the employee group most deeply connected to their companies' Purpose. (Benevity's Engagement Study)
INVESTORS	Potential	Over the next two decades, \$20 trillion in assets is predicted to flow into sustainable funds, equaling the market value of the S&P 500 today. (Bank of America Merrill Lynch report, 2019)	84% of Gen-Z investors are either already invested in socially responsible or impact investments or plan to invest this way in the future. (WeSpire, 2018)
	Existing	Ethical companies enjoy a 50% higher level of stock price growth than those of the S&P 500. (Torrey Project, 2019)	77% of millennials cite Environmental, Social and Governance (ESG) investing as their top priority when considering investment opportunities. (DeVere Group, 2020)
	Stakeholders	76% believe making a difference in the lives of others is a necessary condition for business today. (Sustainable Brands and Harris Poll, 2017)	Over the past 20 years, stakeholder-focused companies have seen the highest growth in their stock price. (Torrey Project, 2019)

		INSIDE OUR BUSINESS	
CONSUMERS	Growth		
	Advocacy		
	Price		
EMPLOYEES	Recruitment		
	Performance		
	Turnover		
INVESTORS	Potential		
	Existing		
	Stakeholders		