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**i<sup>3</sup> Index:** *A View from the Top: U.S. FORTUNE 1000 CEOs and C-Suite Executives on Social Purpose and its Impact on Business*

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*April 2018*



# Jerry MacCleary

Chairman and CEO  
Covestro LLC

A professional portrait of Rebecca Lucore, a woman with blonde hair, smiling. She is wearing a white blazer over a red top and a pearl necklace. Her hands are in her pockets. The background is a light blue gradient with a large, thick blue curved shape on the right side.

## Rebecca Lucore

Head of Corporate Social  
Responsibility and Sustainability  
Covestro LLC

# Methodology



**U.S. Fortune 1000 Companies**



**5,000 Letters to Senior Executives**



**Survey Online or by Telephone**

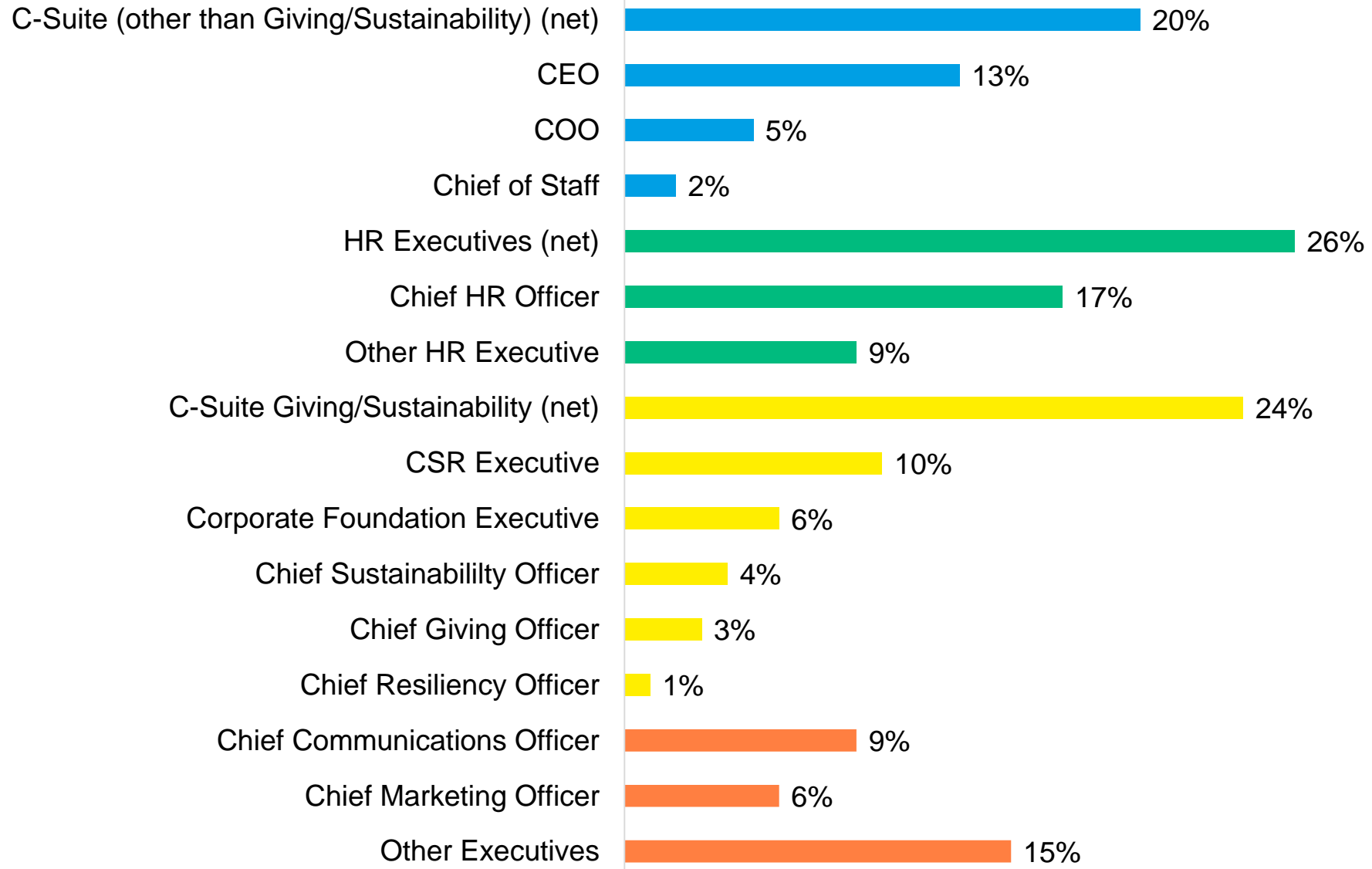


**October 26, 2017 – January 16, 2018**



**Margin of Error = +/- 9.8%**

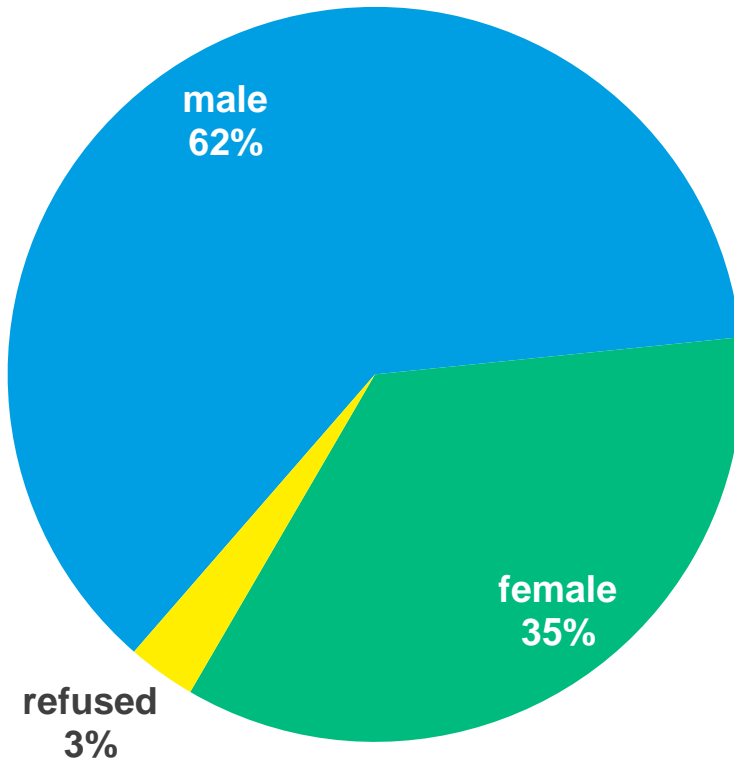
# Executive Titles



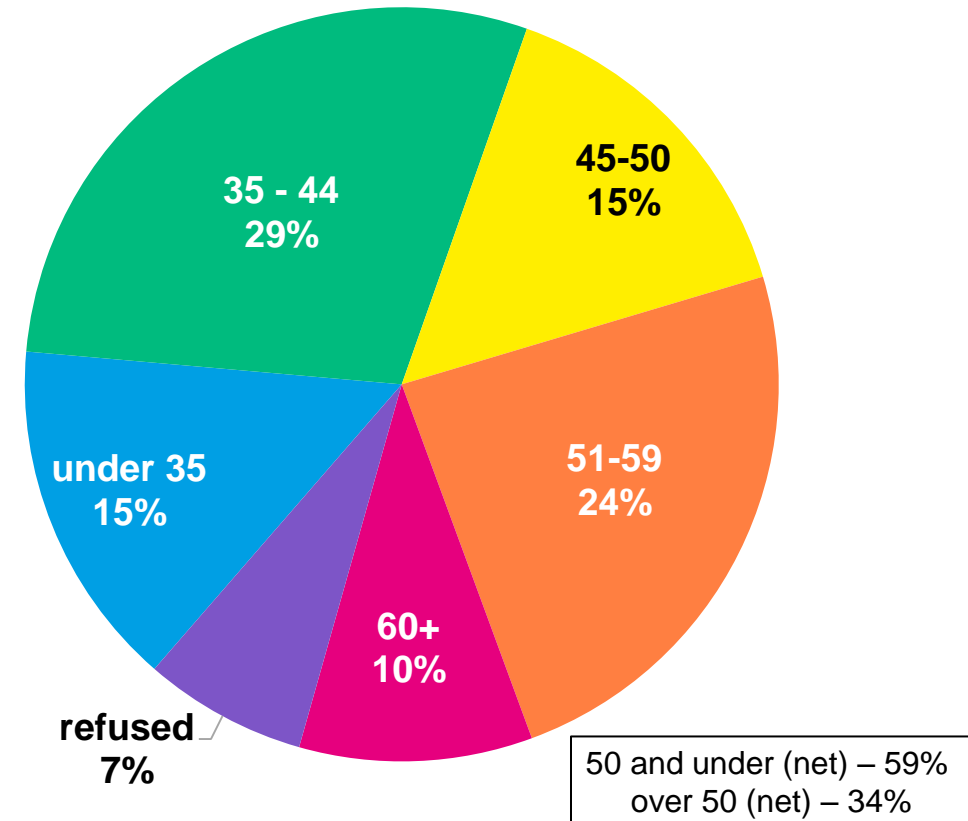
# Executive Demographics



## Gender

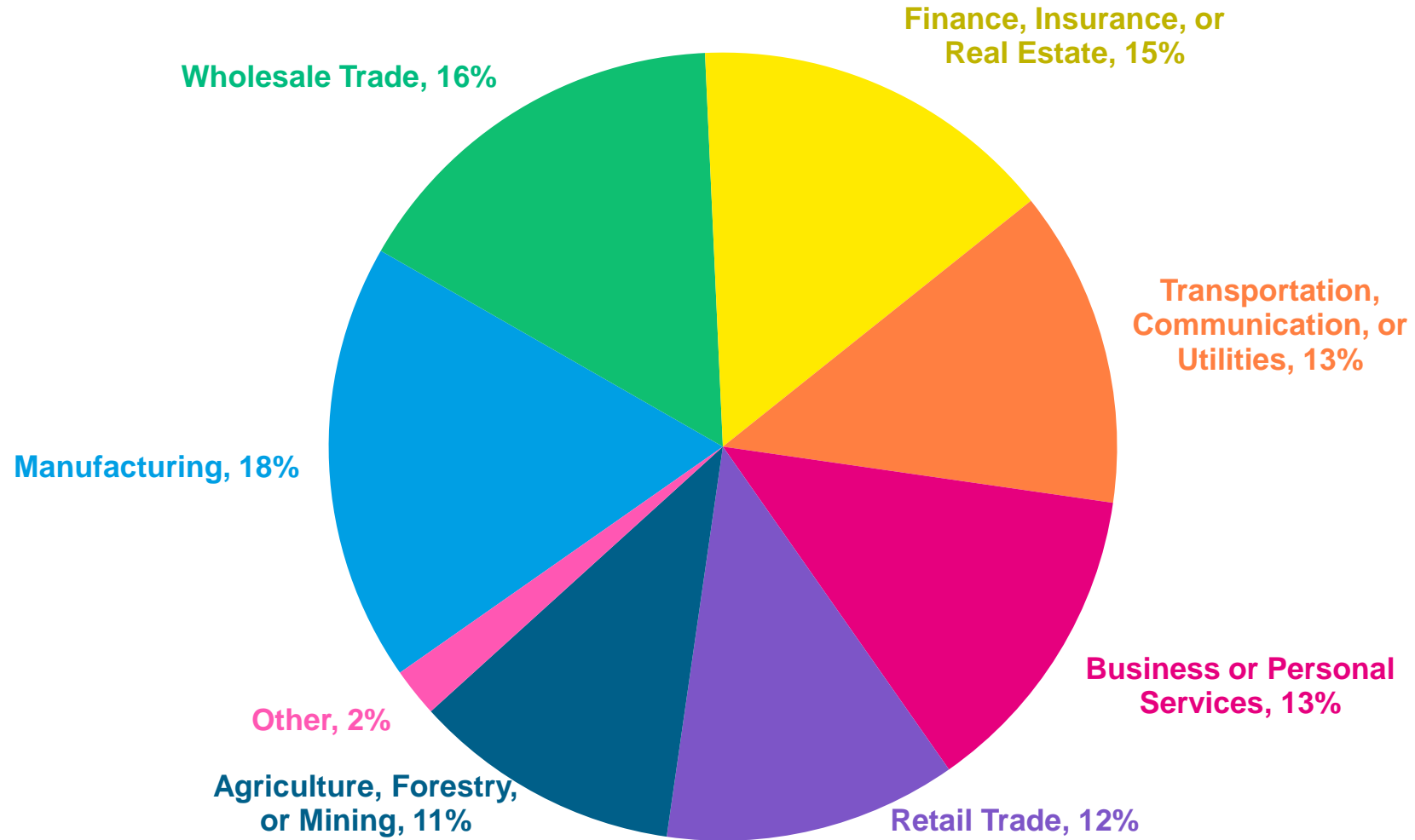


## Age



*Average age of Executives = 46*

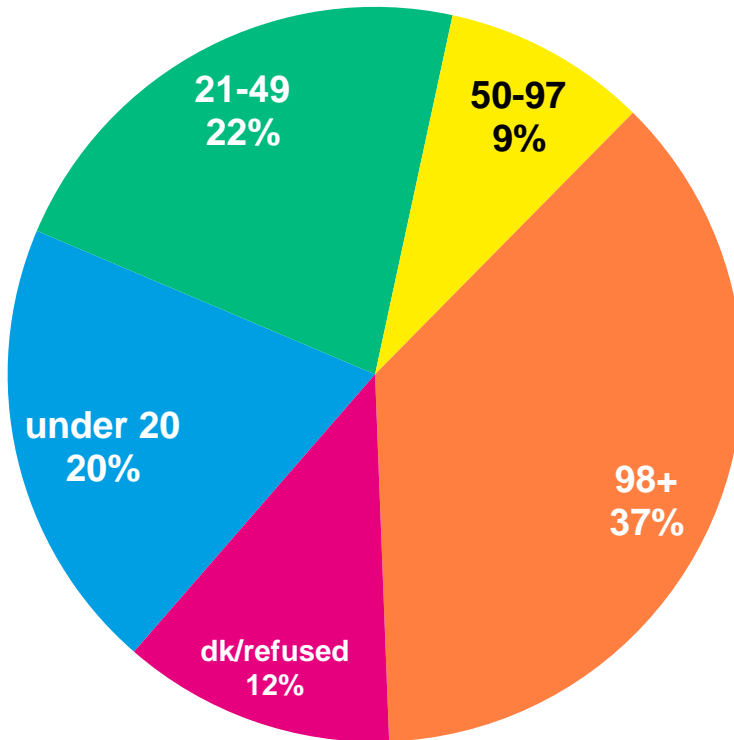
# Industry



# Company Firmographics

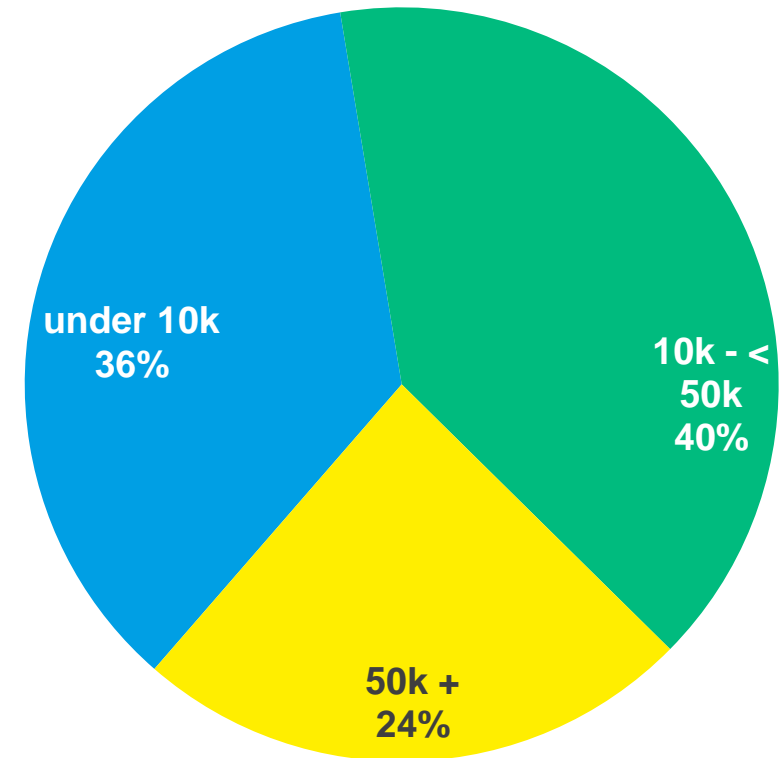


## Years in Business



*Average years in business = 59*

## Number of Employees



*Average number of employees = 68,779*

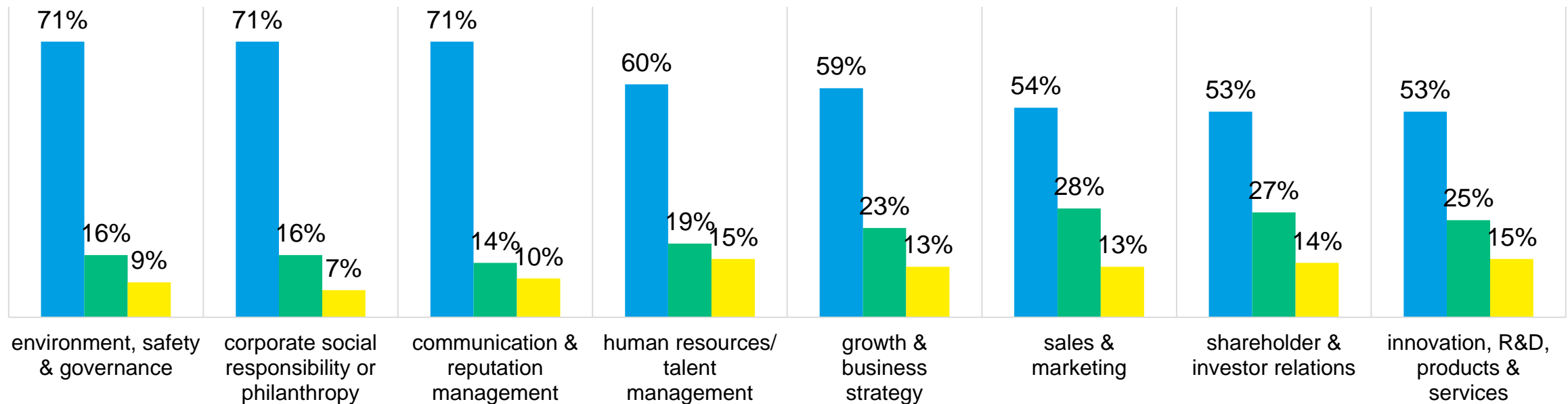


# Integrating a Purpose-Driven Approach

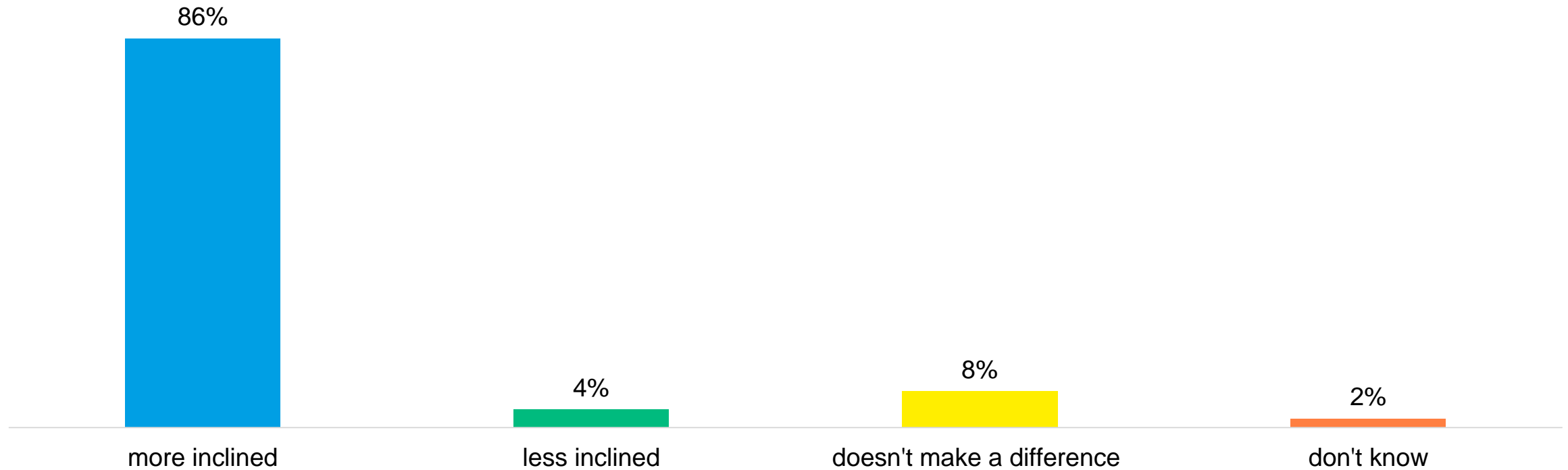


## Has Integrating a Purpose-driven Approach Transformed Your...

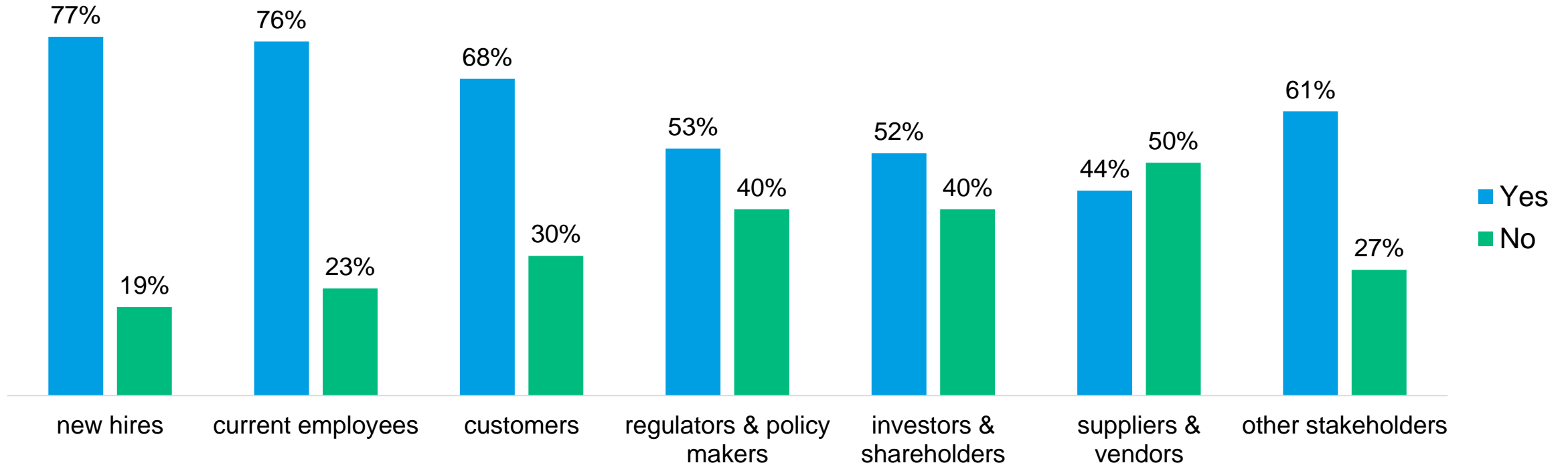
■ Yes ■ No ■ Has not integrated approach



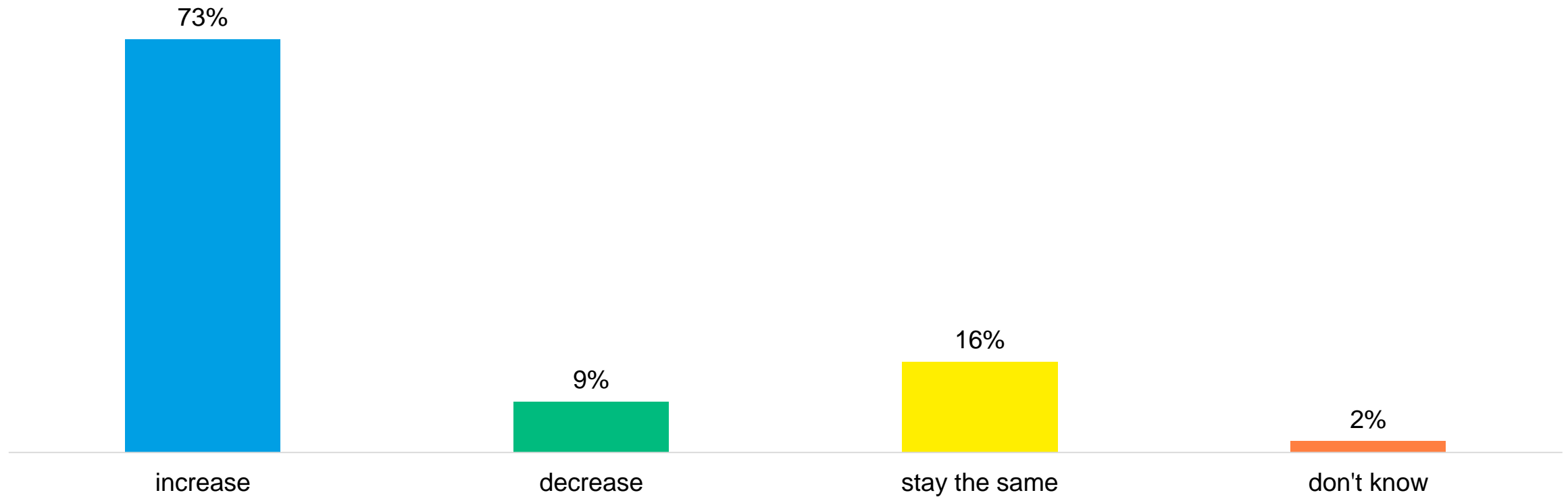
# How inclined is top talent to work for companies with Purpose?



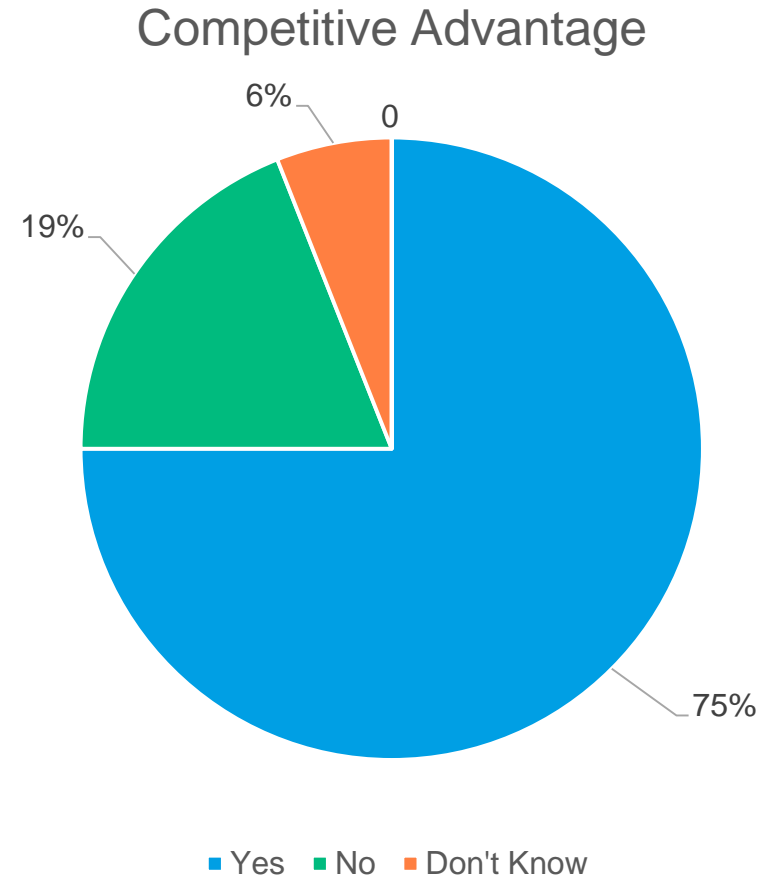
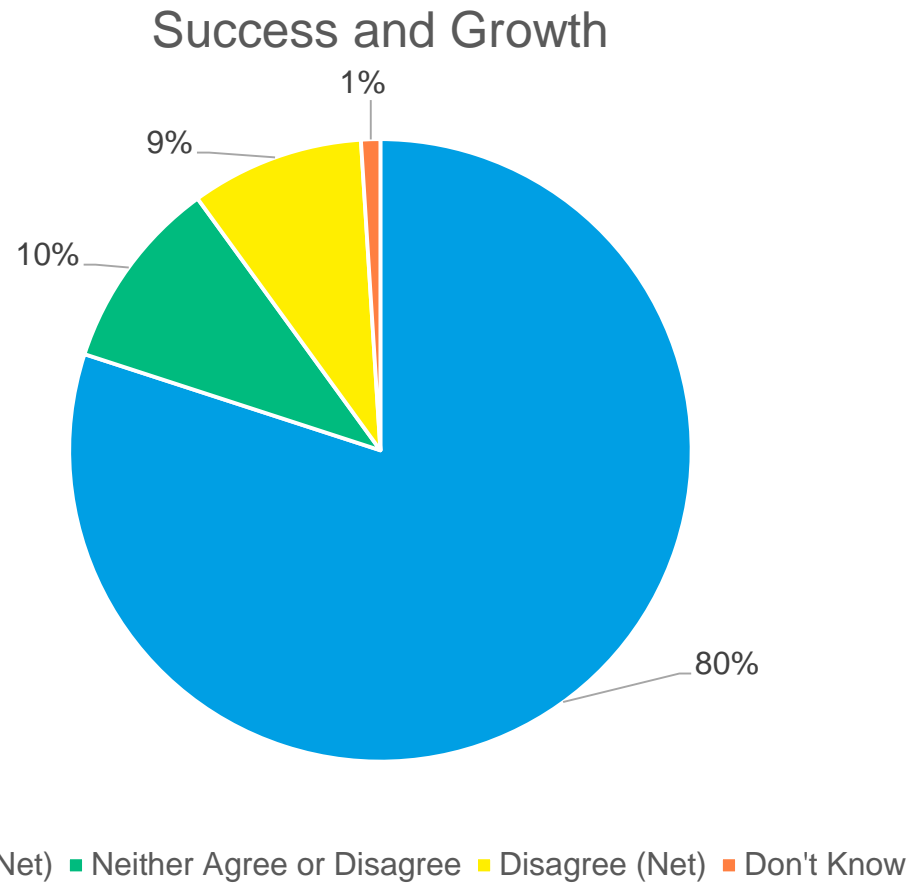
# Stakeholders Demanding Purpose Beyond Profit



# Will stakeholder demand grow for Purpose-driven companies?



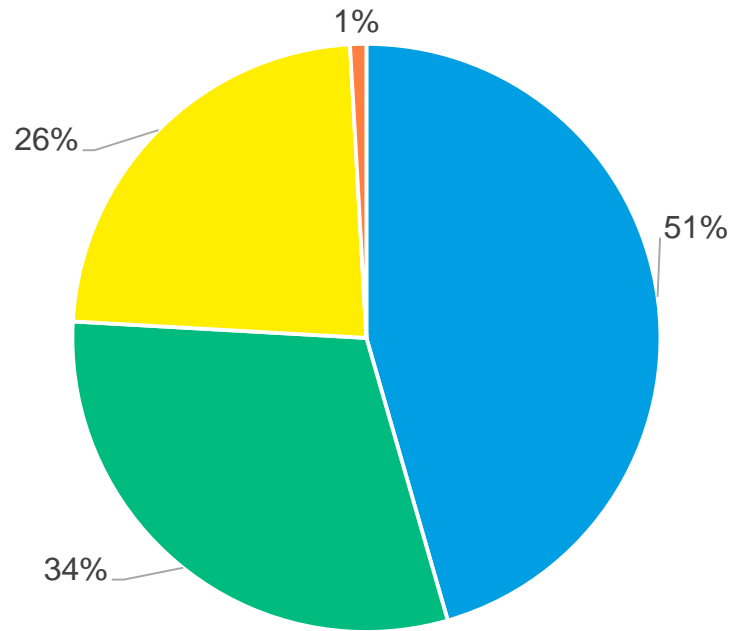
# Advantages of Being a Purpose-Driven Company



# Balancing Profit & Purpose

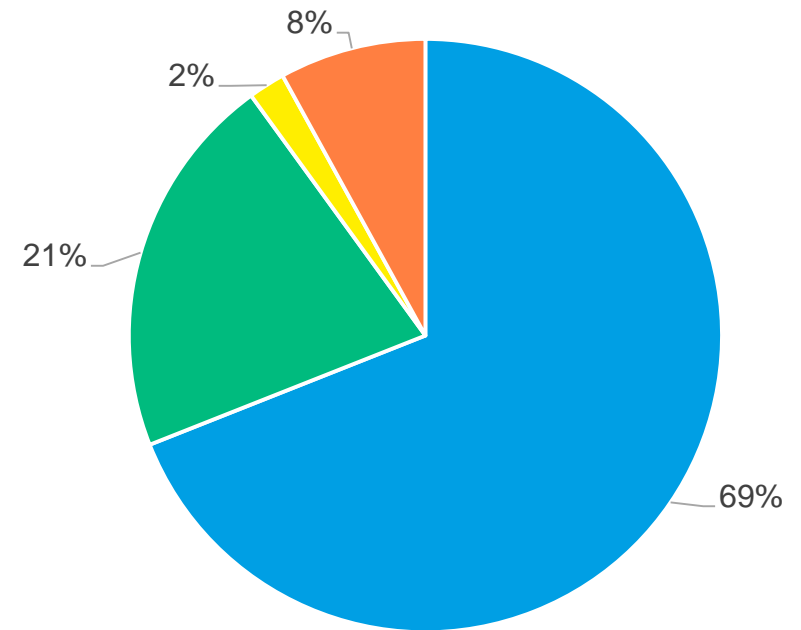


## Inherent Conflict or Tension Between Profit and Purpose



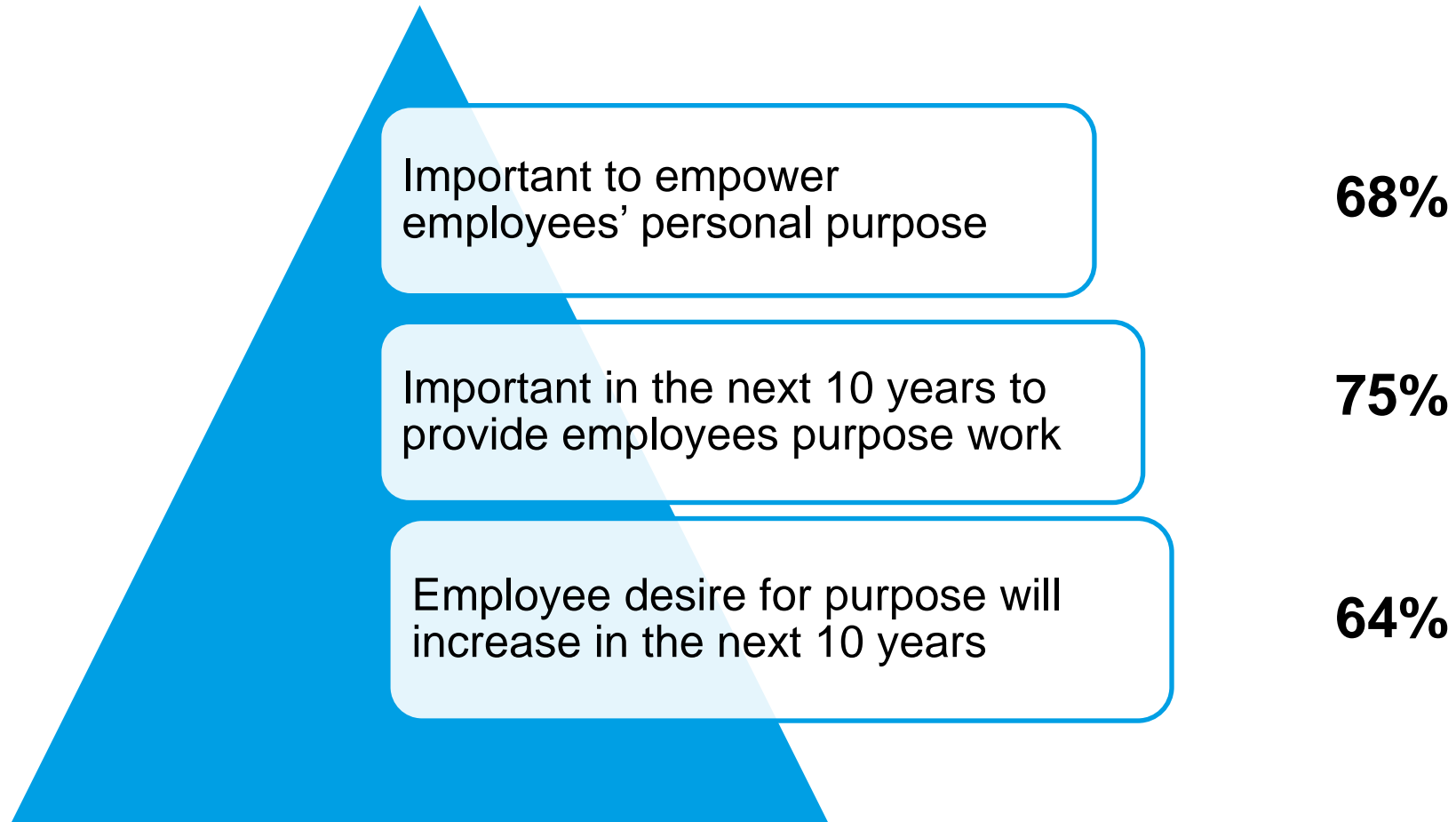
■ Agree ■ Neither Agree nor Disagree ■ Disagree ■ Don't Know

## Positive Transformational Impact

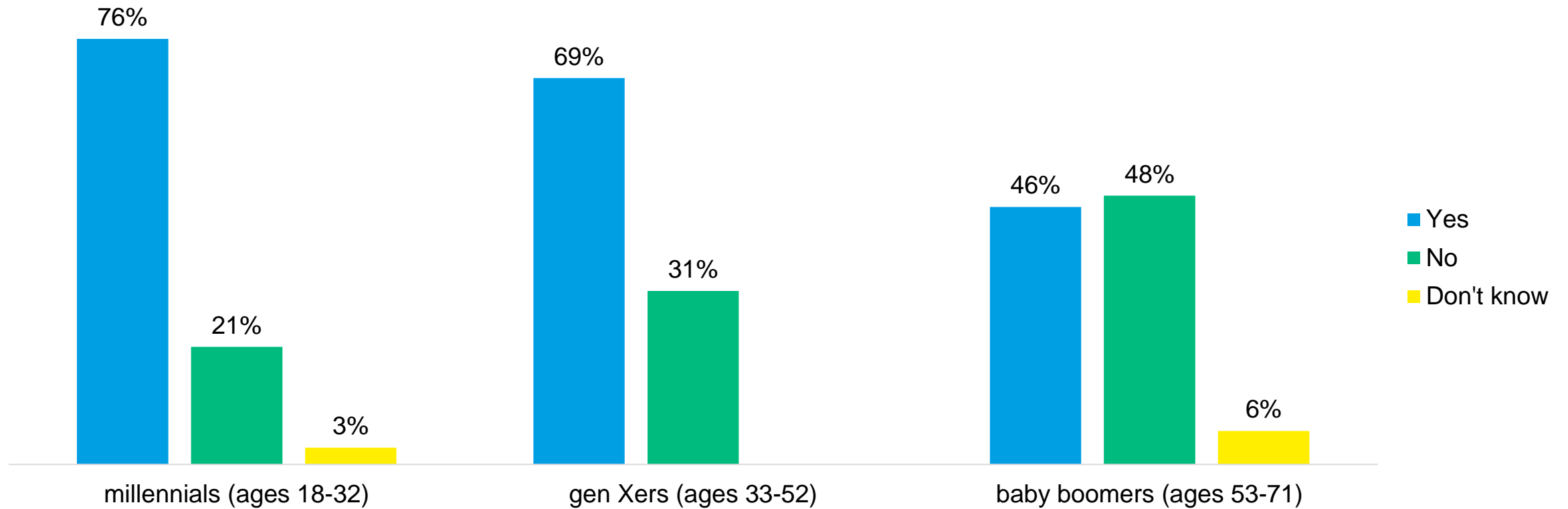


■ Positive Transformational Impact ■ No Impact at All  
■ Negative Impact ■ Don't Know

# Employees' Personal Purpose: Today and Tomorrow



# Desire for Participation in Purpose Projects – Last 5 Years





# At my company, employee desire for Purpose is...



## Changing Corporate Culture

70%

Driving changes in corporate culture

71%

HR rethinking policies such as paid time-off for volunteer work, flex time and/or telecommuting

67%

HR working with CSR to create new policies and programs for employees to be involved in societal projects

## Impacting Recruitment and Retention

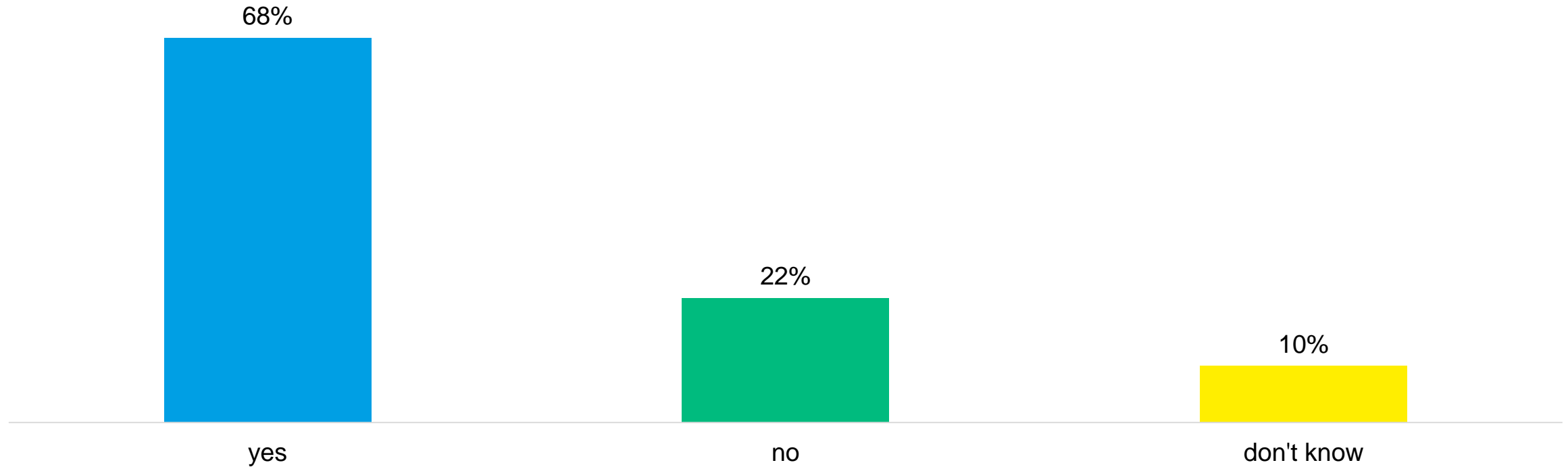
69%

Impacting HR's ability to recruit and retain top talent

65 %

Transforming traditional approaches to talent recruitment and development, including compensation packages

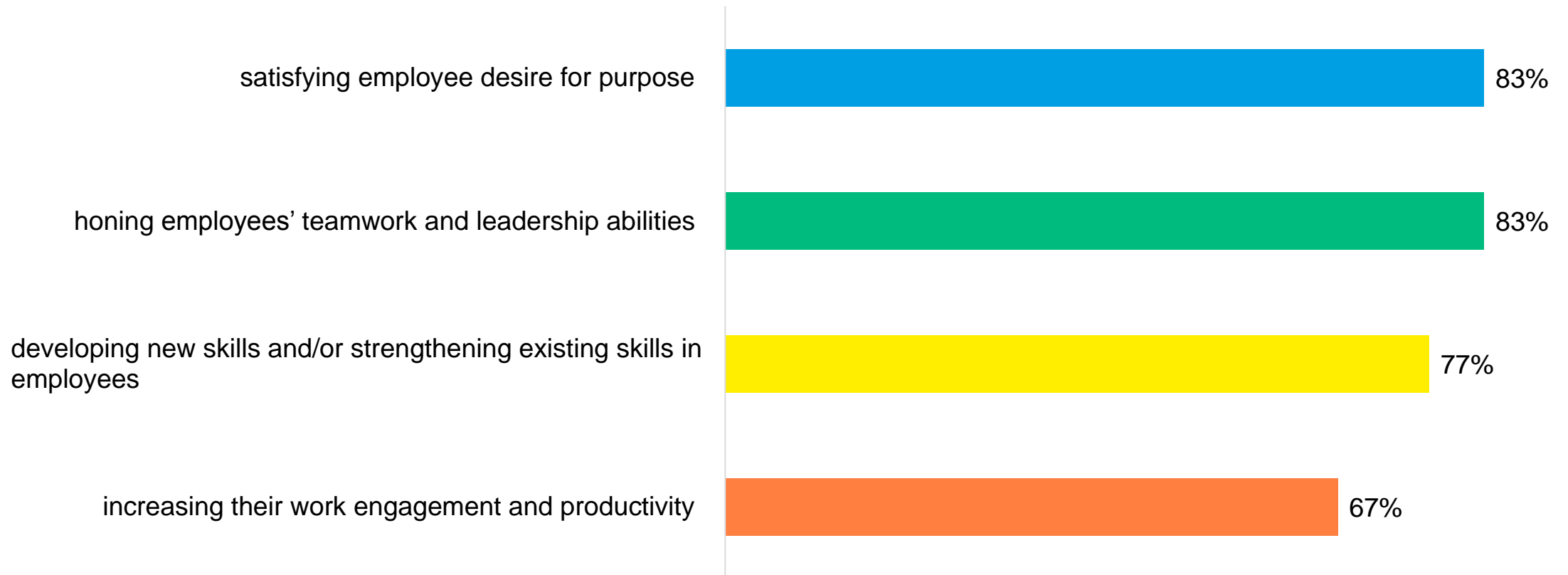
# Purpose Projects Boost Employee Engagement and Performance



# Skills-Based Volunteerism – Benefits to Employee



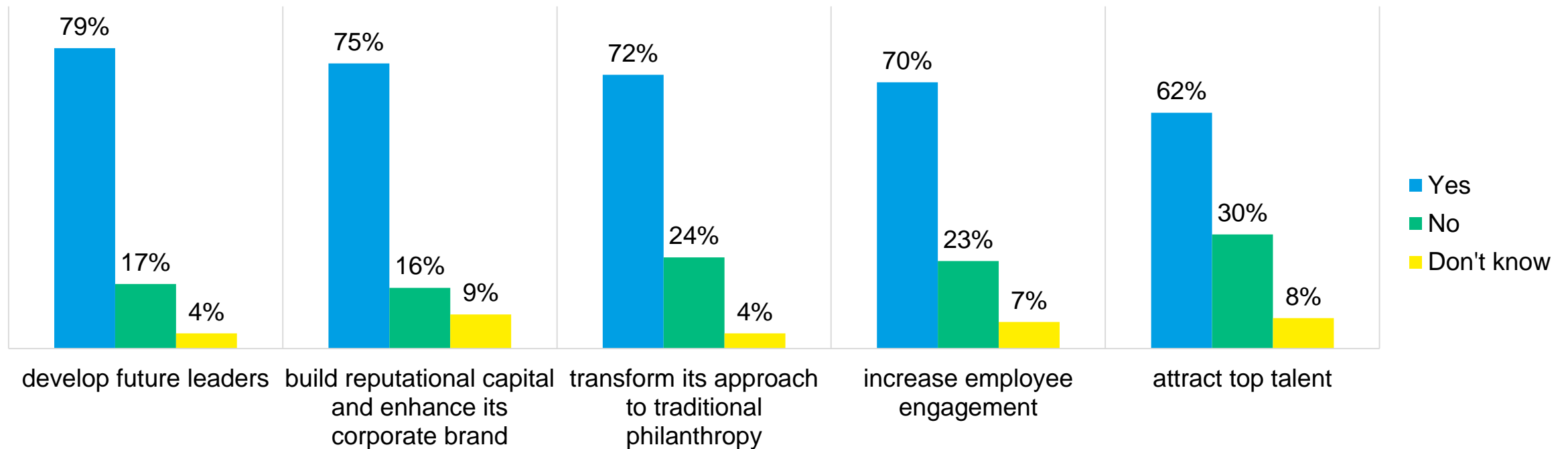
## Skills Based Volunteerism..... Effective In...



# Skills-Based Volunteerism – Benefits to Company



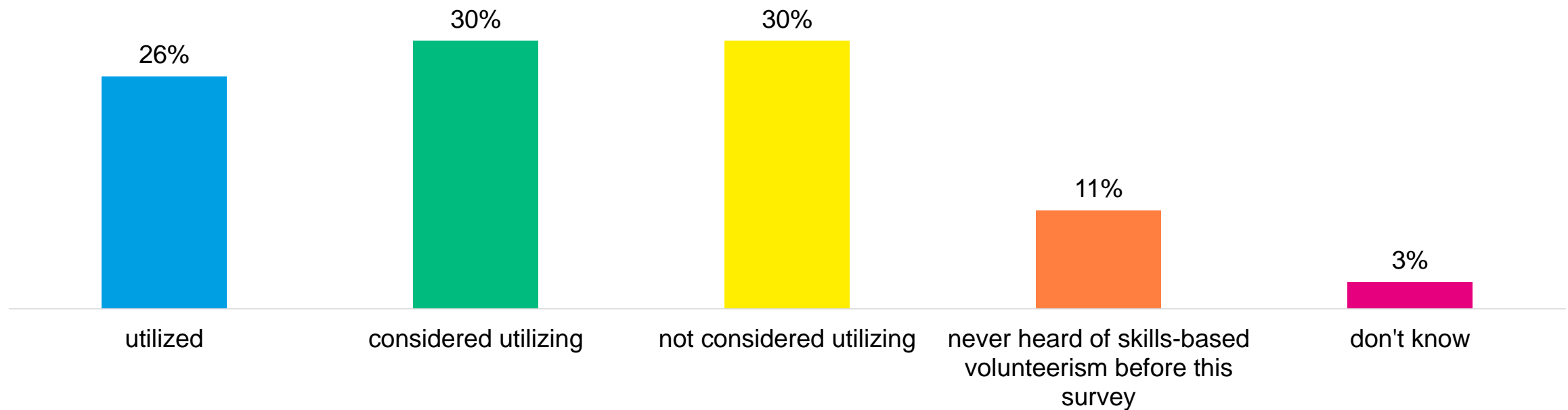
Do you think offering Skills-Based Volunteering opportunities would help your company...



# Companies Utilizing the Skills-Based Volunteer Approach



Has Your Company Utilized, Considered Utilizing, or Not Considered Utilizing This Skills-Based Volunteer Approach?



# The Bottom Line.....



- **Stakeholders** are demanding purpose.
- **Companies** have integrated purpose widely in their businesses.
- The inherent conflict or tension that it creates is outweighed by **real advantages**.
- Empowering employees' personal purpose **benefits companies and the employees themselves**.
- Purpose is **changing corporate culture** and impacting recruitment and retention.

***Welcome to the Purpose Economy.***

# QUESTIONS?