

Afdhel Aziz Chief Purpose Officer Conspiracy of Love

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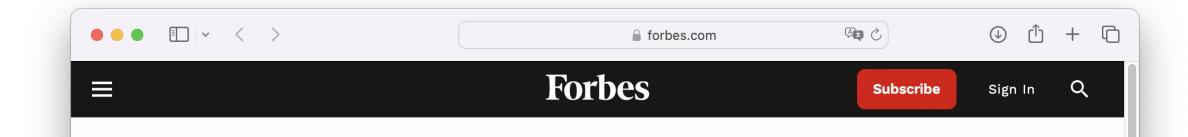








ISTHE





LATEST ARCHIVE

987 views | Sep 20, 2022

Climate Solutions: How Eden Reforestation Projects Has Planted And Restored Nearly A Billion Trees – And Is Looking For Companies To **Partner With**

As the world tackles climate change, one of the most tried and true technologies is planting trees. While goals like planting a trillion trees seem incredibly ambitious, one non profit has already planted and restored nearly one billion trees - a milestone worth celebrating.



ABOUT

Chief Purpose Office, Conspiracy of Love, a global purpose consultancy advising Fortune500 companies and iconic brands. Co-Founder, Good is the New Cool, a global community of leaders using business and culture as forces for good. Inspiring speaker.



1,501 views | Sep 12, 2022

How Humanitix Is Disrupting The Ticketing **Industry Into A Force For** Good

Humanitix is an innovative event ticketing platform that uses 100% of its booking fees to create social impact by funding education projects for the world's most disadvantaged children.



5+YEARS OF RESEARCH

Tesla, Patagonia, Unilever, IKEA, Lego, SAP, and others.

A Handbook for CEOs to transform their orgs into purpose-driven ones.



CONSPIRACY OF LOVE

Pioneers of Purpose Transformation



















DIAGEO





BOMBAY SAPPHIRE,®

ABInBev



Crate&Barrel

alicorp







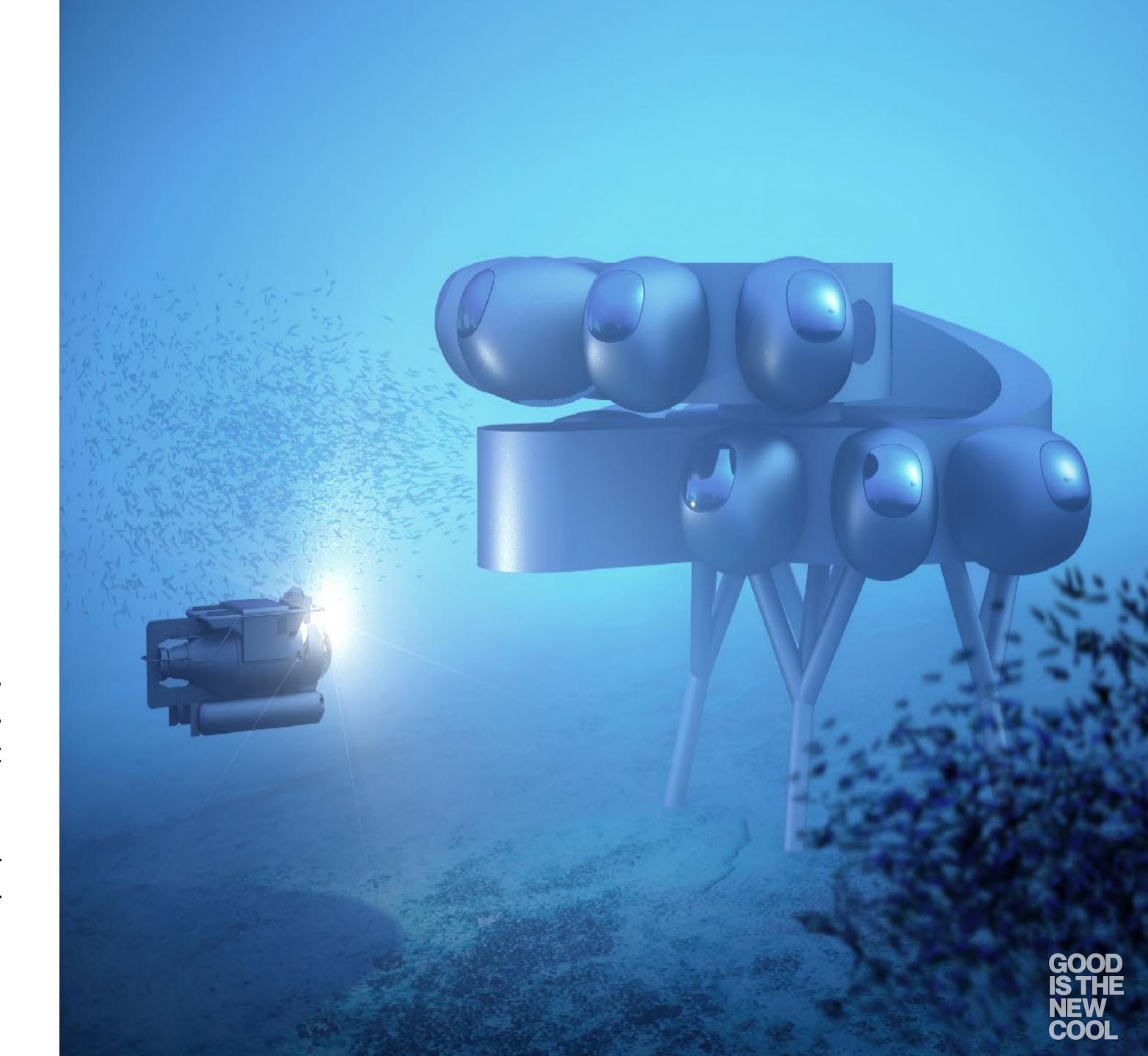




We Predict The Future of Good

In collaboration with renowned Futurist Lucie Green, The Future of Good is a groundbreaking exploration of key emerging trends in sustainability, wellness, culture, community and civic life, new boundaries in diversity and inclusion, and beyond. The report looks toward today's visionaries in every field, from arts and culture to game-changing brands to moonshot innovators tackling the world's biggest problems.

Our work aims to inspire individuals to dream bigger and recognize the potential for good to drive their business and change the world for the better.



We Tell Stories That Spark Hope

Good is the New Cool launched in 2016, with the release of the best-selling book, "Good is the New Cool: Market Like You Give A Damn."

Since then, Good is the New Cool has grown to connect and serve a global community through its inspiring newsletters, podcasts, events, books, and television shows.



The Business Case for Purpose

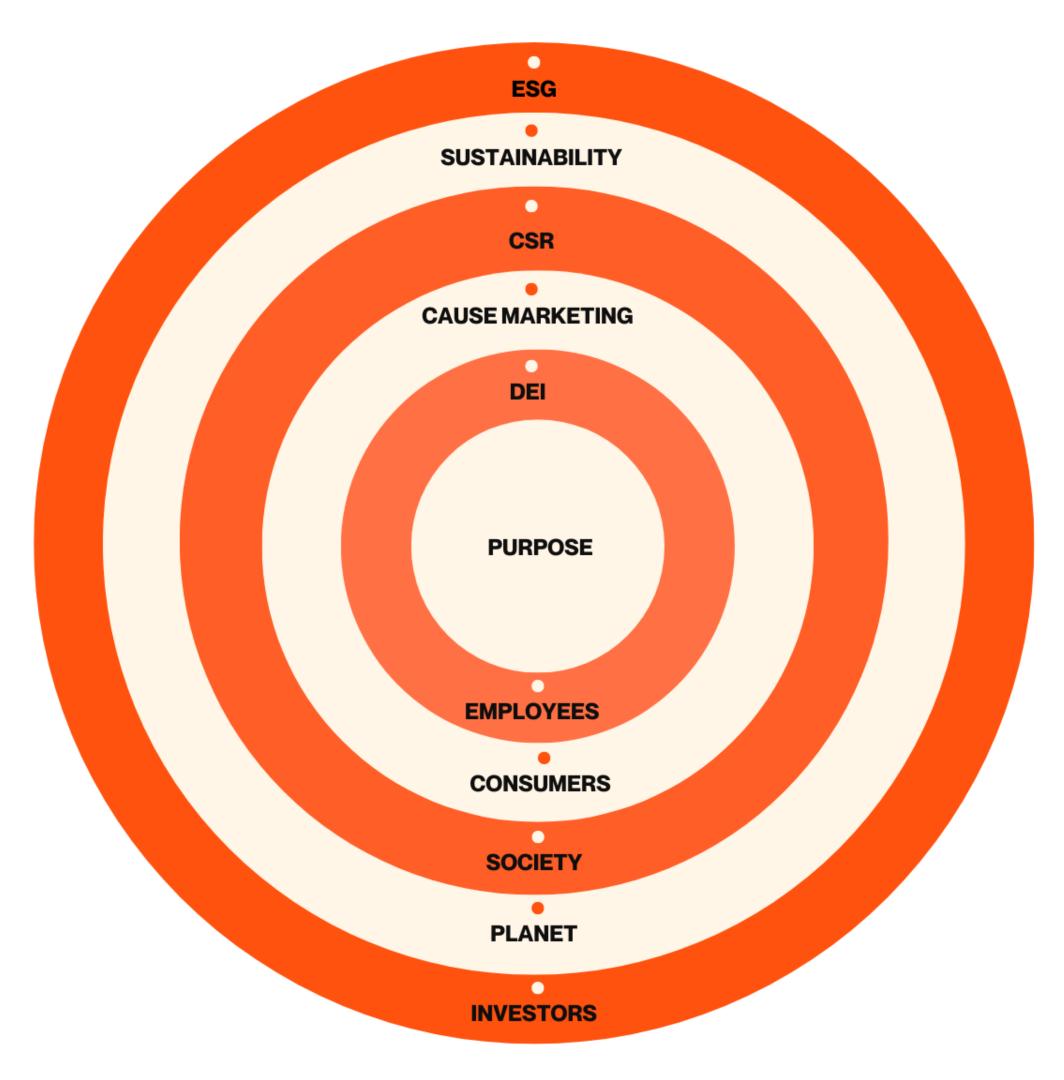
OUR DEFINITION OF COMPANY PURPOSE

The higher order reason for a company's existence that inspires action to profitably solve the problems of the world.



THE STAKEHOLDER MODEL OF PURPOSE:

HOW ESG, CSR, DEI, SUSTAINABILITY FIT TOGETHER



PURPOSE

Why the company exists, the higher-order reason to benefit the world profitably.

DEI

Purpose as it manifests towards Employees (Subset of Governance).

CAUSE MARKETING

Purpose as it manifests towards Consumers.

CSR

Purpose as it manifests towards Society/Communities.

SUSTAINABILITY

Environmental Sustainability: Purpose as it manifests towards the Planet.

ESG

ESG (Environmental Social Governance) Criteria: All of the above as committments codified towards Investors.



Three Tectonic Shifts

that are affecting 21st Century Companies



ACTIVIST EMPLOYEES



The Rise of the Conscious Consumer



A June 2020 Zeno study found that when consumers (SBOs are consumers too) think a brand has a strong sense of purpose, they are:

4-X

more likely to purchase from them

6X

more likely to protect the company in the event of a misstep/public criticism

4.5X

more likely to champion the company and recommend it to friends and family

4.1X

more likely to trust the company

Source: Unveiling The 2020 Zeno Strength of Purpose Study. 8,000 consumers across eight countries (United States, Canada, United Kingdom, France, China, India, Singapore, Malaysia)



The Rise of the Purpose-Driven Employee: Purpose and a Paycheck is the New Normal

86%

84%

84%

believe having "meaning" in their work is more important to them than ever

will only work at Purposedriven companies/brands feel more empowered than in the past to use their work as a force for good



Millennials and Gen-Z: New Generations Want Sustainable Investing Options

86%

82%

Of Millennials are interested in pursuing sustainable investing

Of Gen-Z are interested in pursuing sustainable investing

Source: Morningstar and NASDAQ



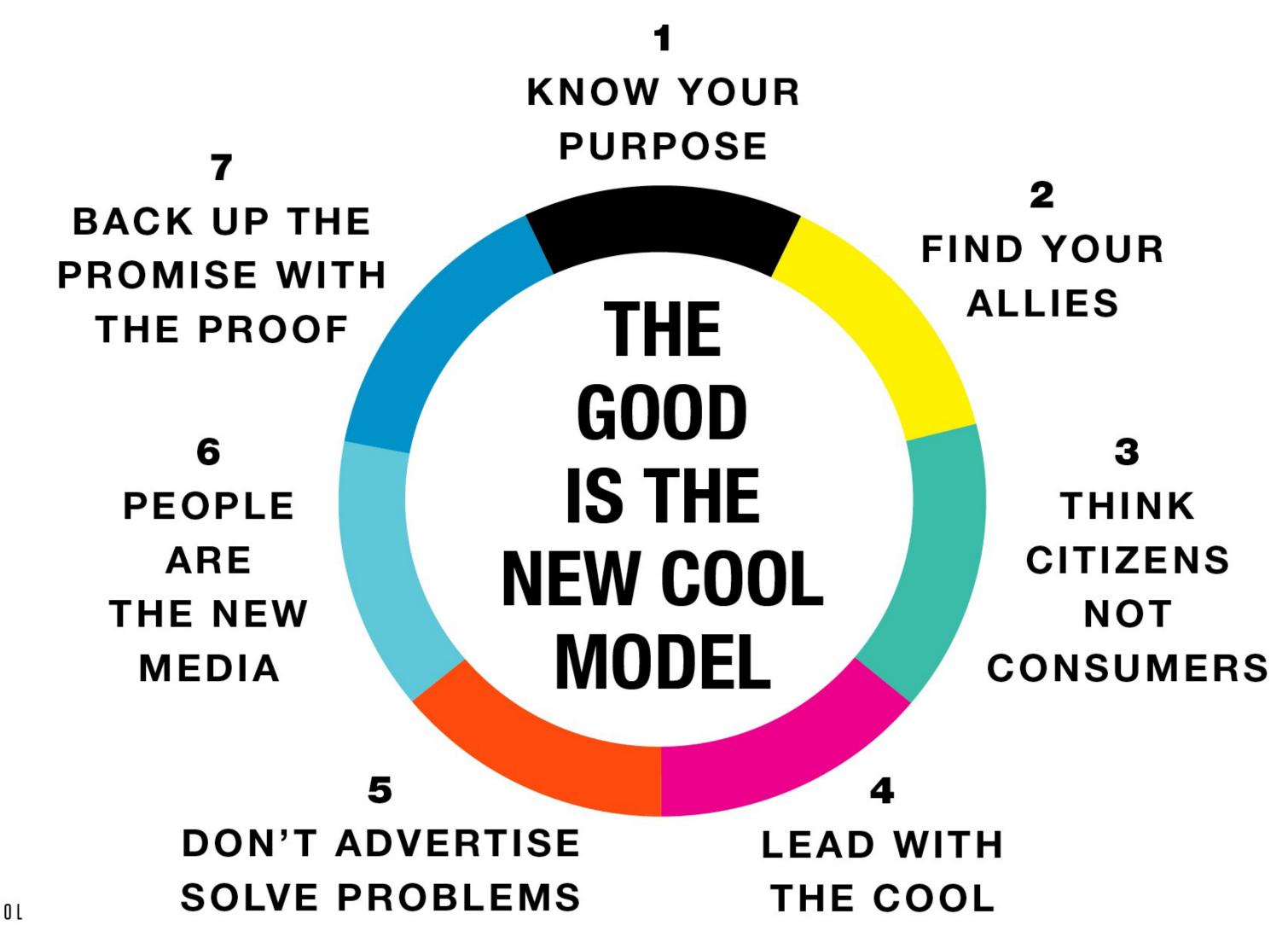
Every time you spend money, you're casting a vote for the kind of world you want.

—ANNE LAPPEWRITER AND ACTIVIST





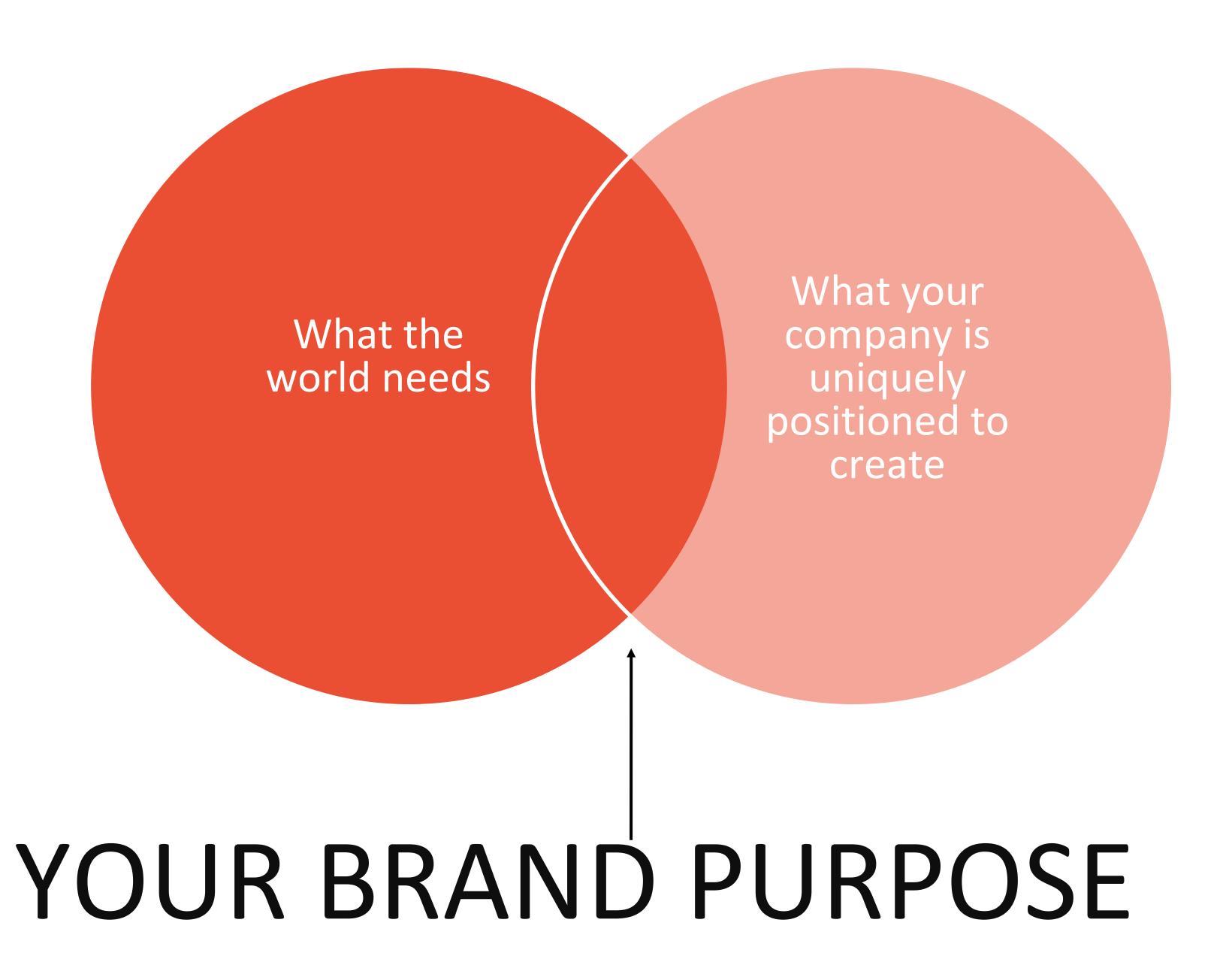
HOW TO MAKE MONEY & DO GOOD BY HARNESSING THE POWER OF COOL



GOOD IS THE NEW COOL

KNOW YOUR PURPOSE





Nike

Bring inspiration and innovation to every athlete* in the world.

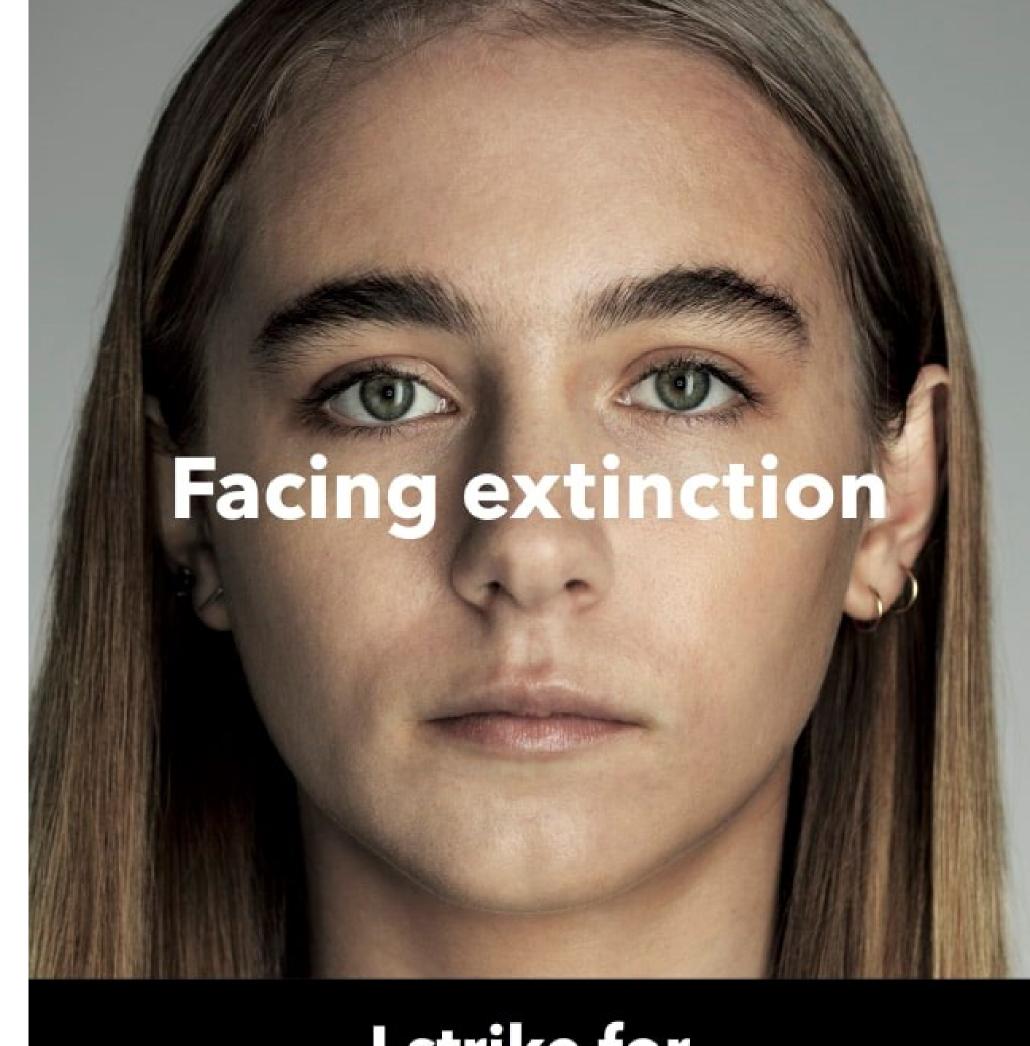
*If you have a body, you are an athlete.



GOOD IS THE NEW COOL

Patagonia

Patagonia is in business to save our home planet.



I strike for climate action

Tell our leaders there is no room in government for climate deniers

patagonia.com.au/climate

Answer with Action

patagonia

Anica Renner, 15, School Strike 4 Climate Malbourne | G2019 Pategorie, Inc













Search Selfridges...

KIDS

BEAUTY

JEN

BAGS

SHOES

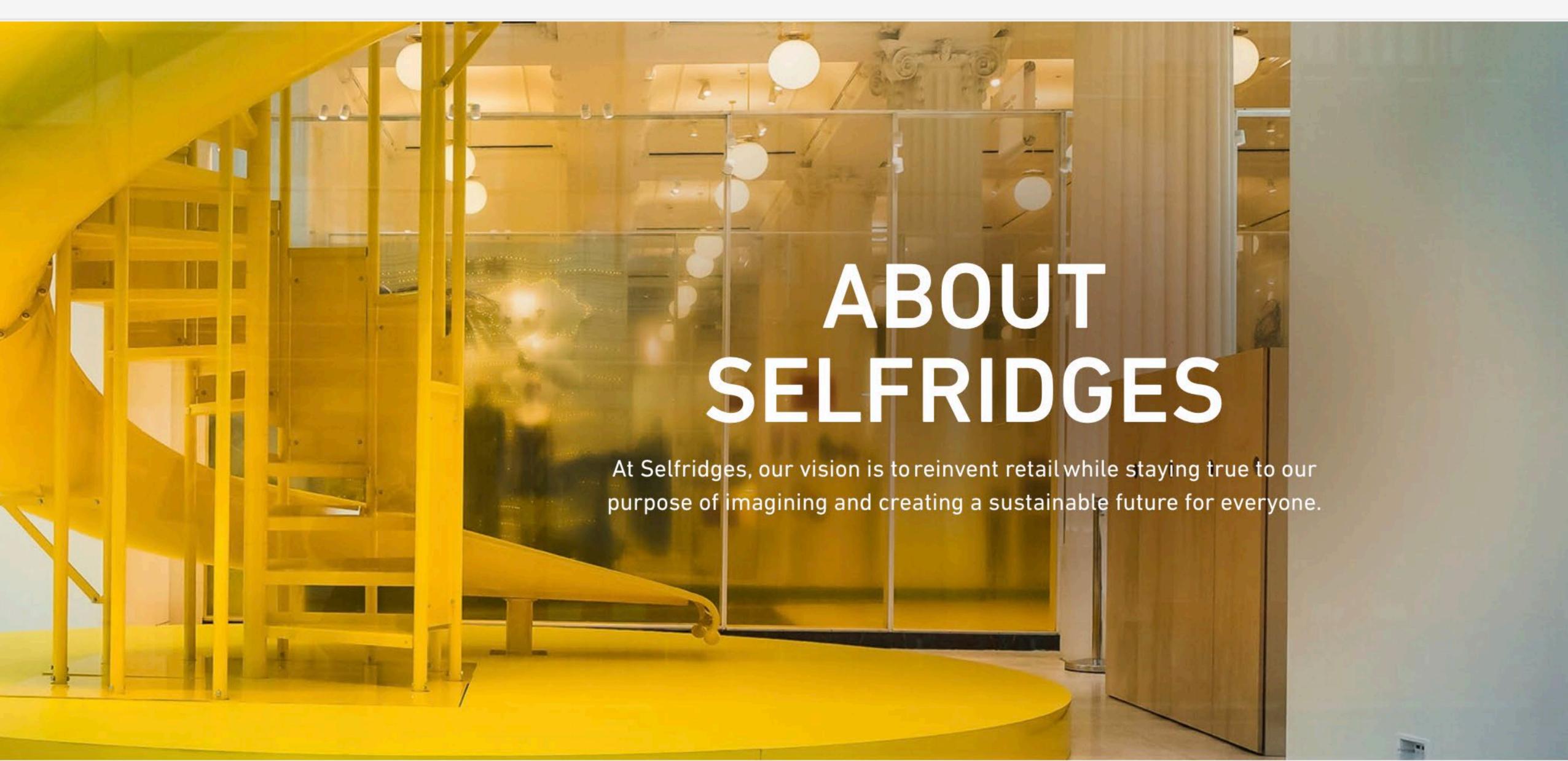
HOME & TECH FOOD & WINE

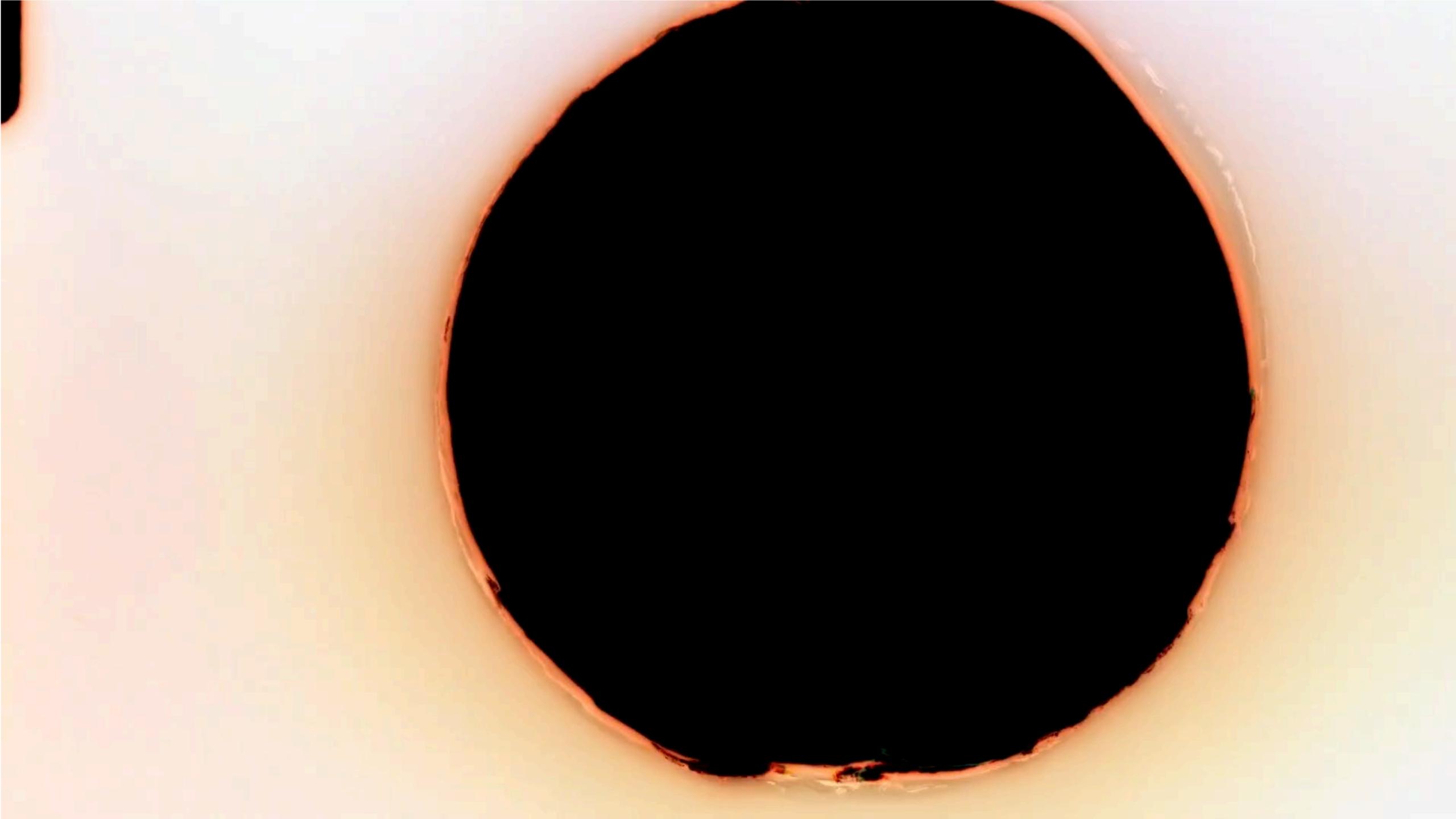
E JEWELLERY & WATCHES

GIFTS

BRANDS

RESELFRIDGES











CONSUMERS









DON'T ADVERTISE SOLVE PROBLEMS







"It's fantastic to join the work that Tesco and FareShare are doing to reduce food waste. I've written these recipes to arm all those amazing community cooks with the tools to create something delicious and balanced for people who need it the most. It is all about giving otherwisewasted ingredients some love, and transforming them into tasty, nutritious meals. For me, every dish we cook that reduces food waste is a winner!"



PERSONAL PURPOSE



AUTONOMY MASTERY PURPOSE

NEW YORK TIMES BESTSELLER

"Provocative and fascinating." — MALCOLM GLADWELL

Daniel H. Pink

author of A Whole New Mind



The Surprising Truth
About What Motivates Us

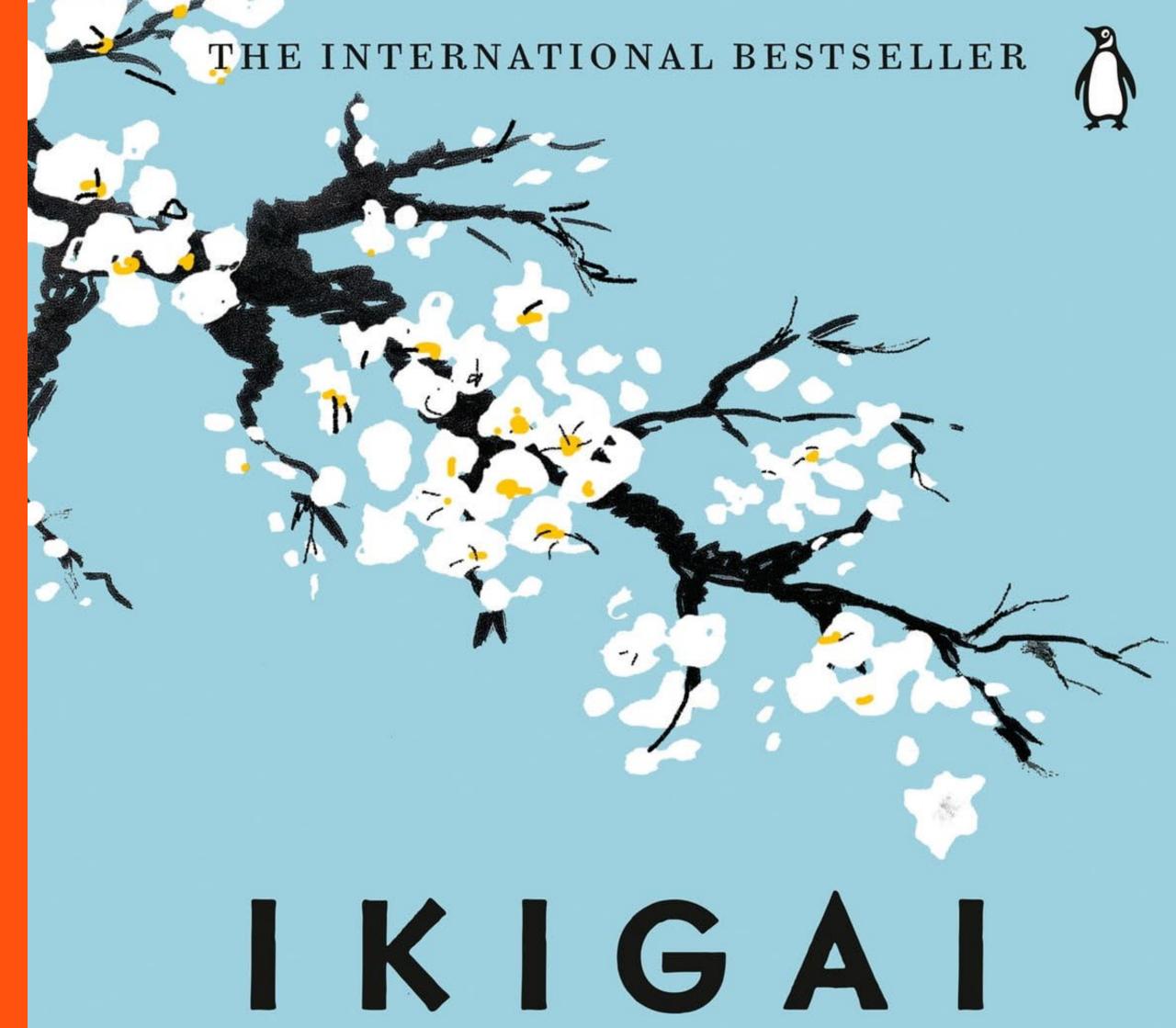






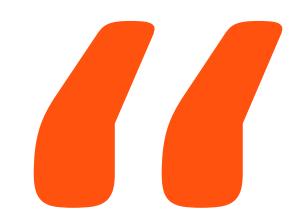
RAISON D'ÉTRE





The Japanese Secret to a Long and Happy Life

WHAT IS PERSONAL PURPOSE?



Those who have a 'why' to live, can bear with almost any 'how'.

—VIKTOR FRANKL



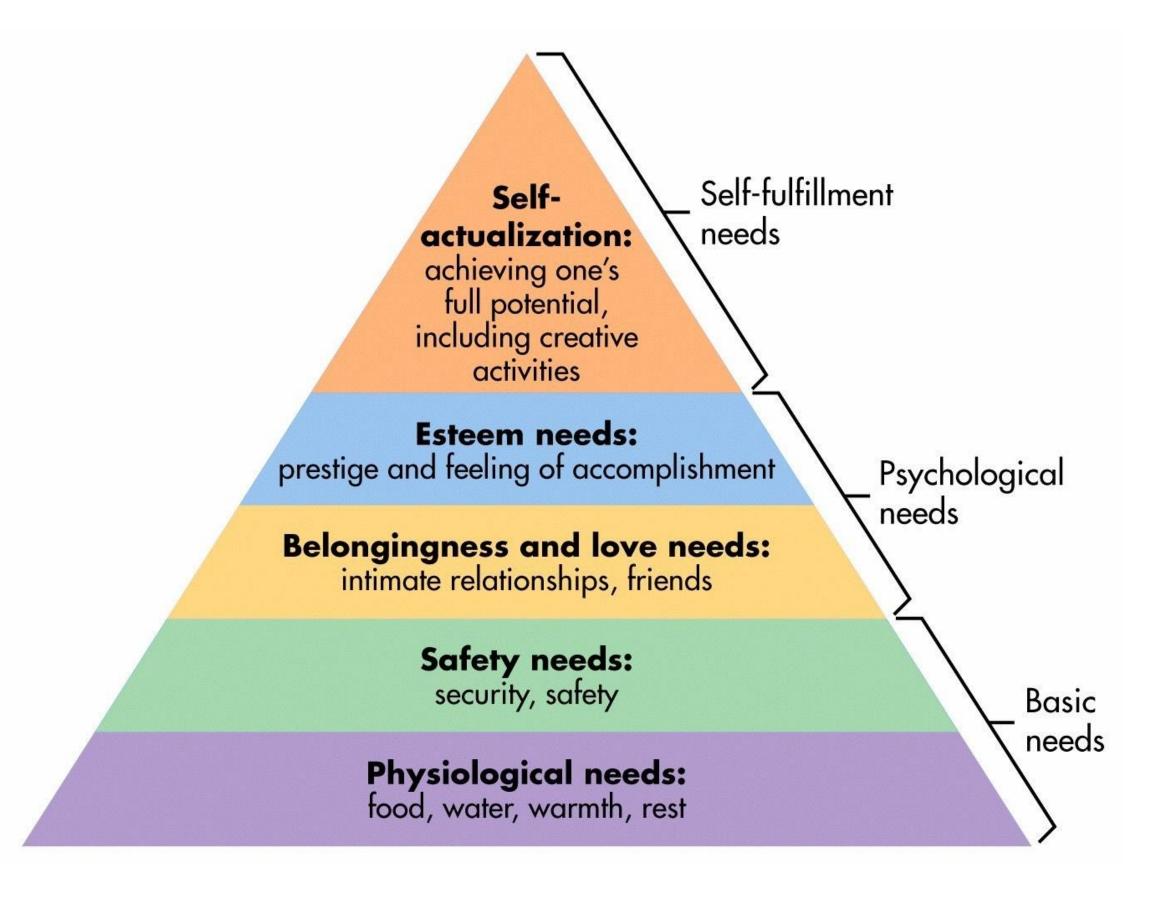


Life is not primarily a quest for pleasure, as Freud believed, or a quest for power, as Alfred Adler taught, but a quest for meaning.

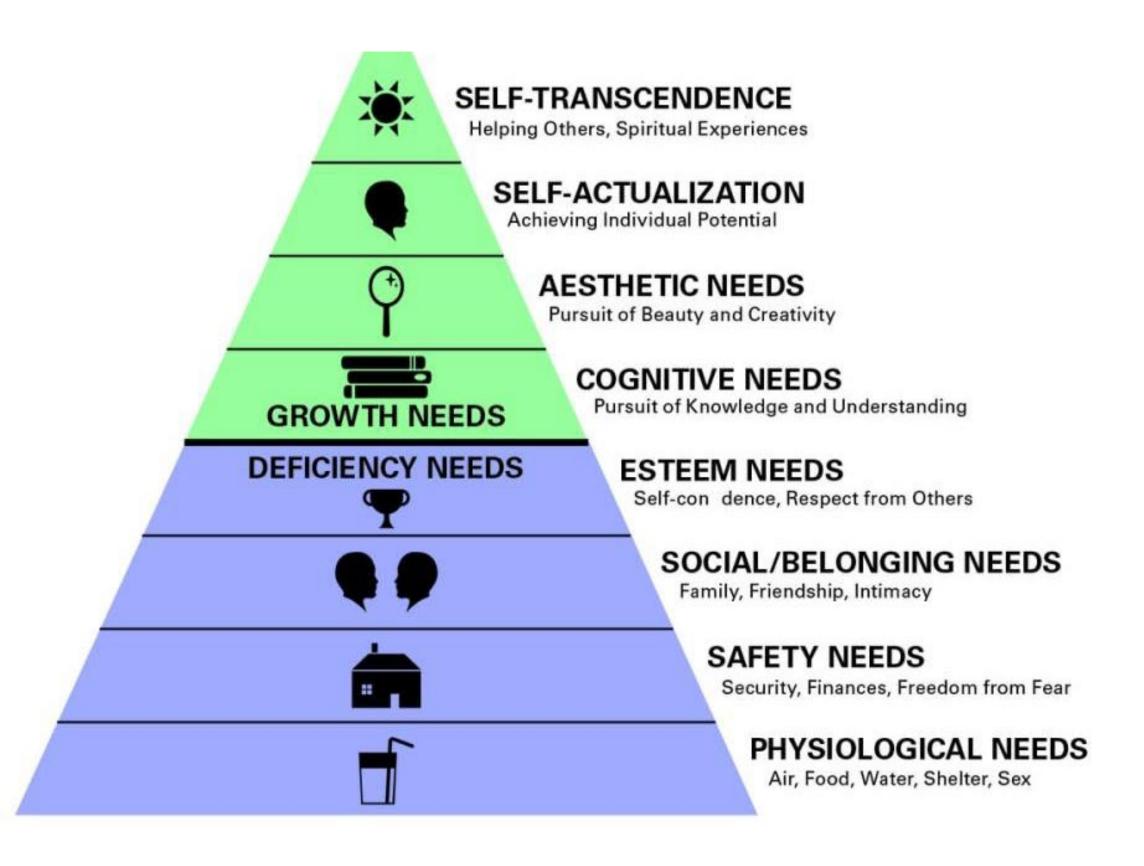
—VIKTOR FRANKL



MASLOW'S HIERACHY OF NEEDS



MASLOWS



PURPOSE ISARIVER WITH MANY STREAMS



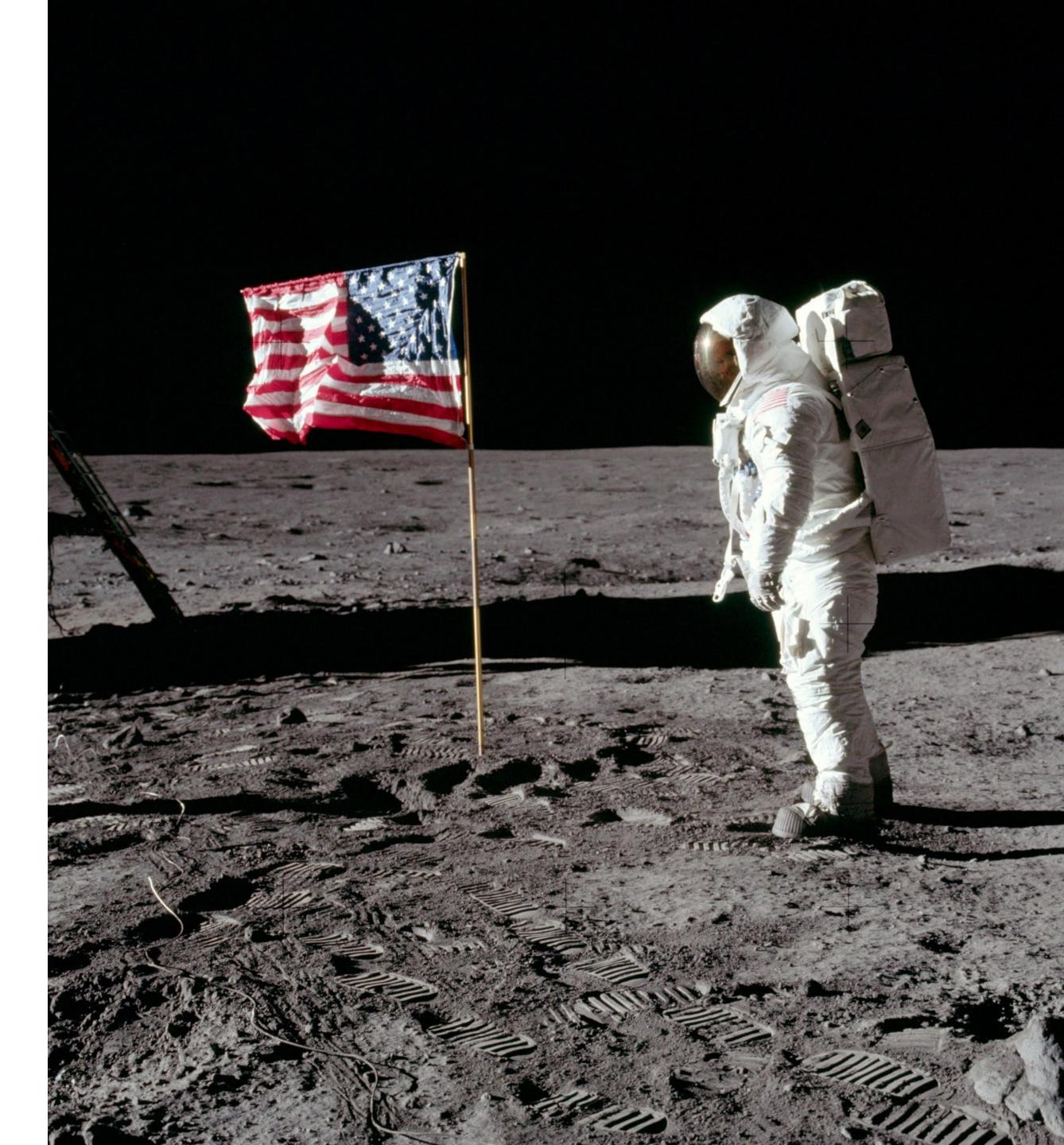
PURPOSE IN YOUR WORK





I'm helping put a man on the moon, Mr President.





The evolution of self-esteem in a career:

Phase 1: I'm not important
Phase 2: I'm important
Phase 3: I want to work on
something important

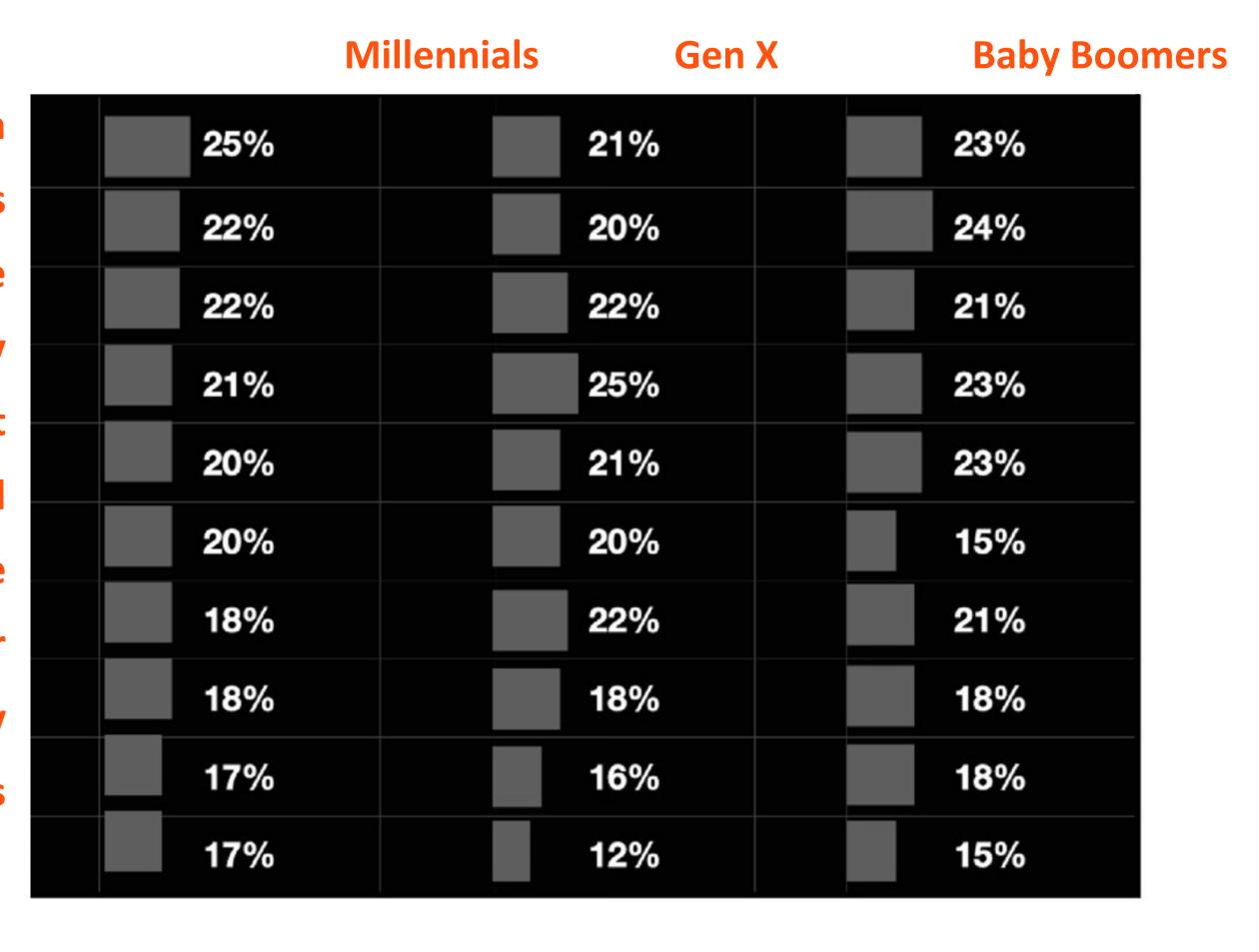
—ADAM GRANT





Millennials and older workers have many of the same career goals

Make a positive impact on my organization
Help solve social and/or environmental challenges
Work with a diverse group of people
Work for an organization among the best in my industry
Do work I am passionate about
Become an expert in my field
Manage my work-life balance
Become a senior leader
Achieve financial security
Start my own business



THE BENEFITS OF PURPOSE

Benefits of Purpose to Employers

Lower employee turnover

Engagement levels in purpose driven companies

25%

More productive



Benefits of a Purpose driven career to Employees

Higher levels of Wellbeing

Higher Levels of Engagement

Higher likelihood of being in leadership

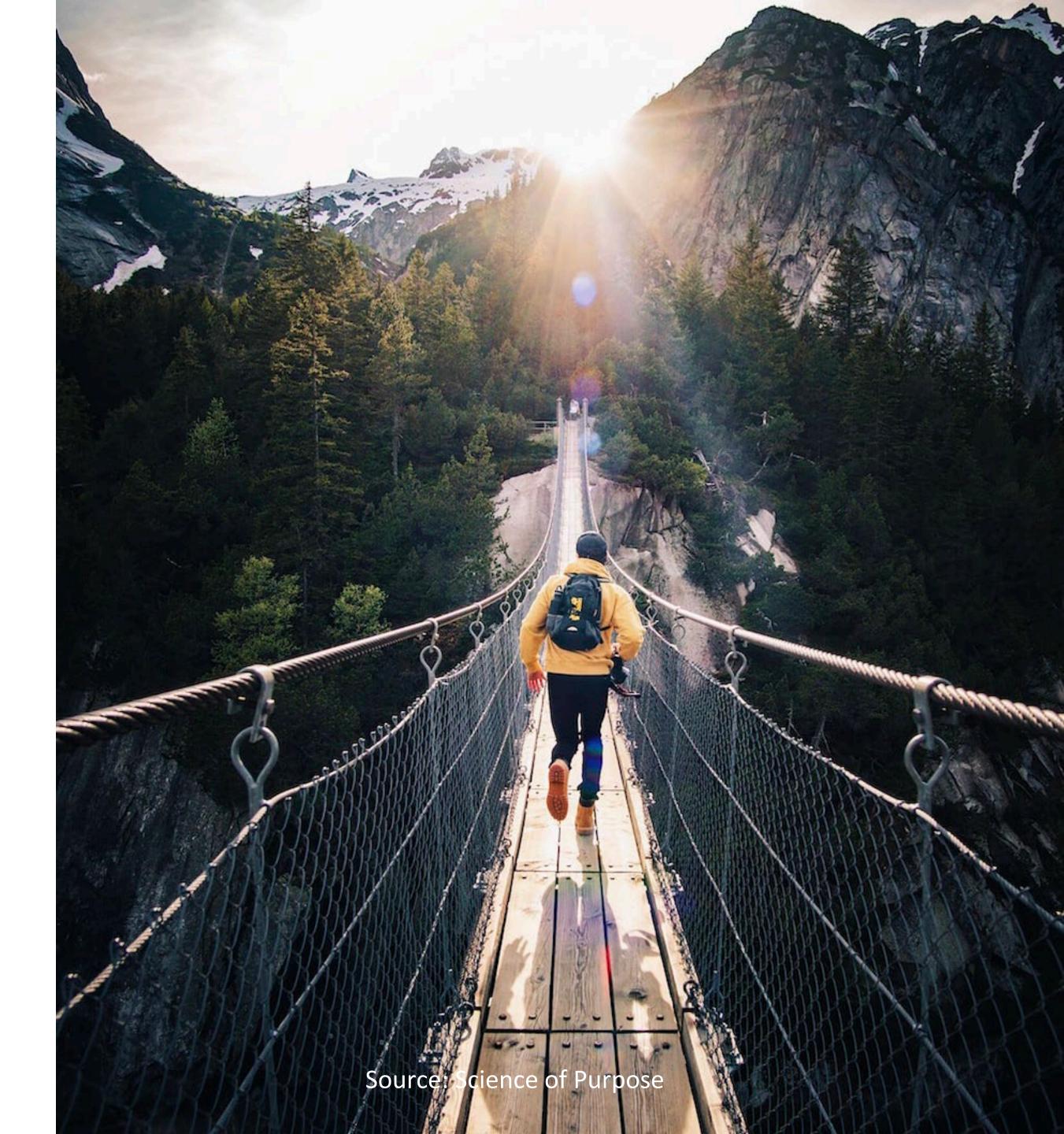


Physical Health Benefits of Purpose

Fewer doctors visits

Less likely to die by a stroke

Longer lifespan in years

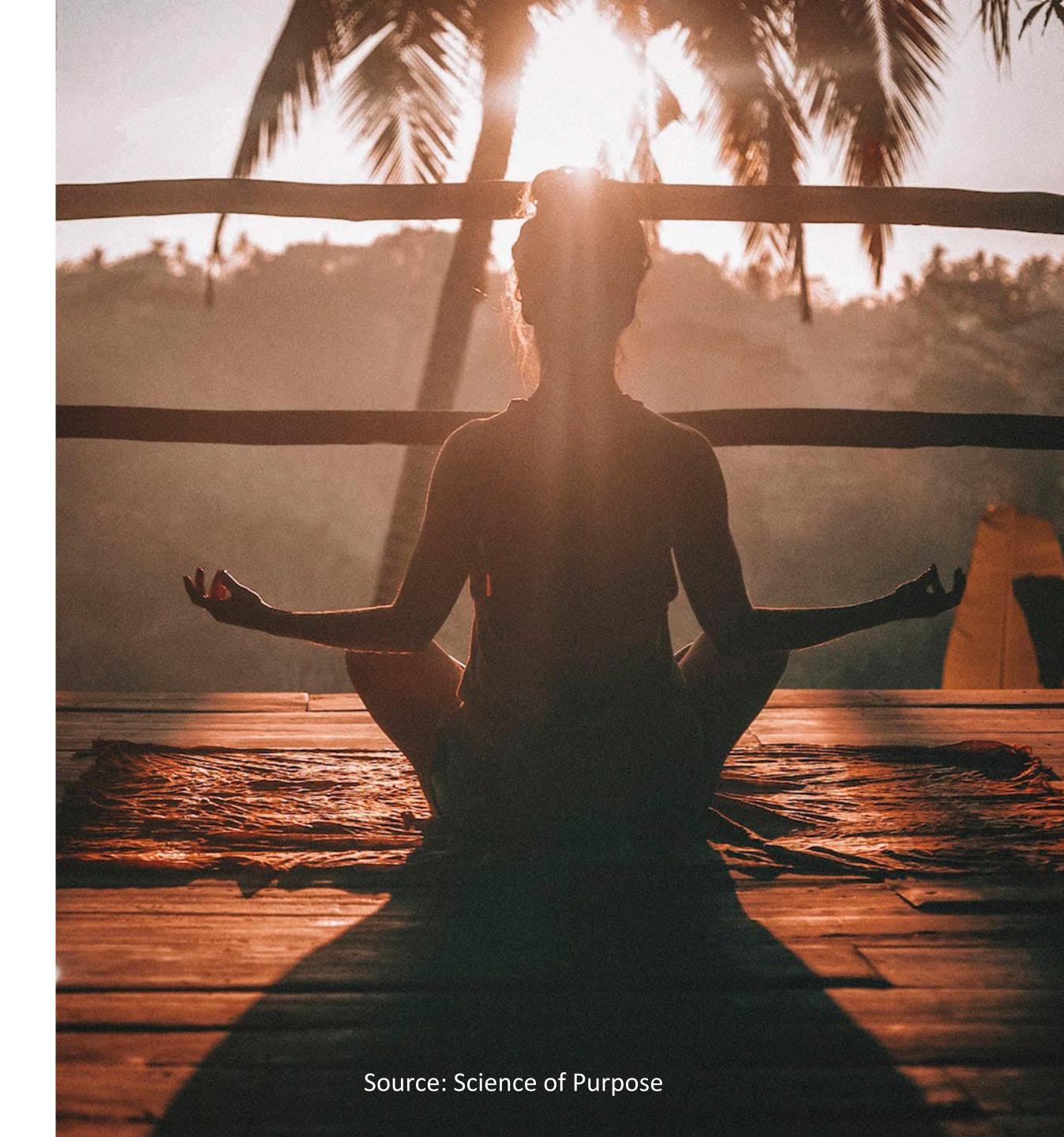


Mental Health Benefits of Purpose

More contentment

Daily learning

530% Increase in resilience



GET IN ALIGNMENT WITH YOUR ASSIGNMENT



THE GPS TO PURPOSE MODEL





GPS to Purpose

WHAT ARE
YOUR
GIFTS?

WHAT ARE
YOUR
PASSIONS?

YOUR PURPOSE

COMPANY PURPOSE

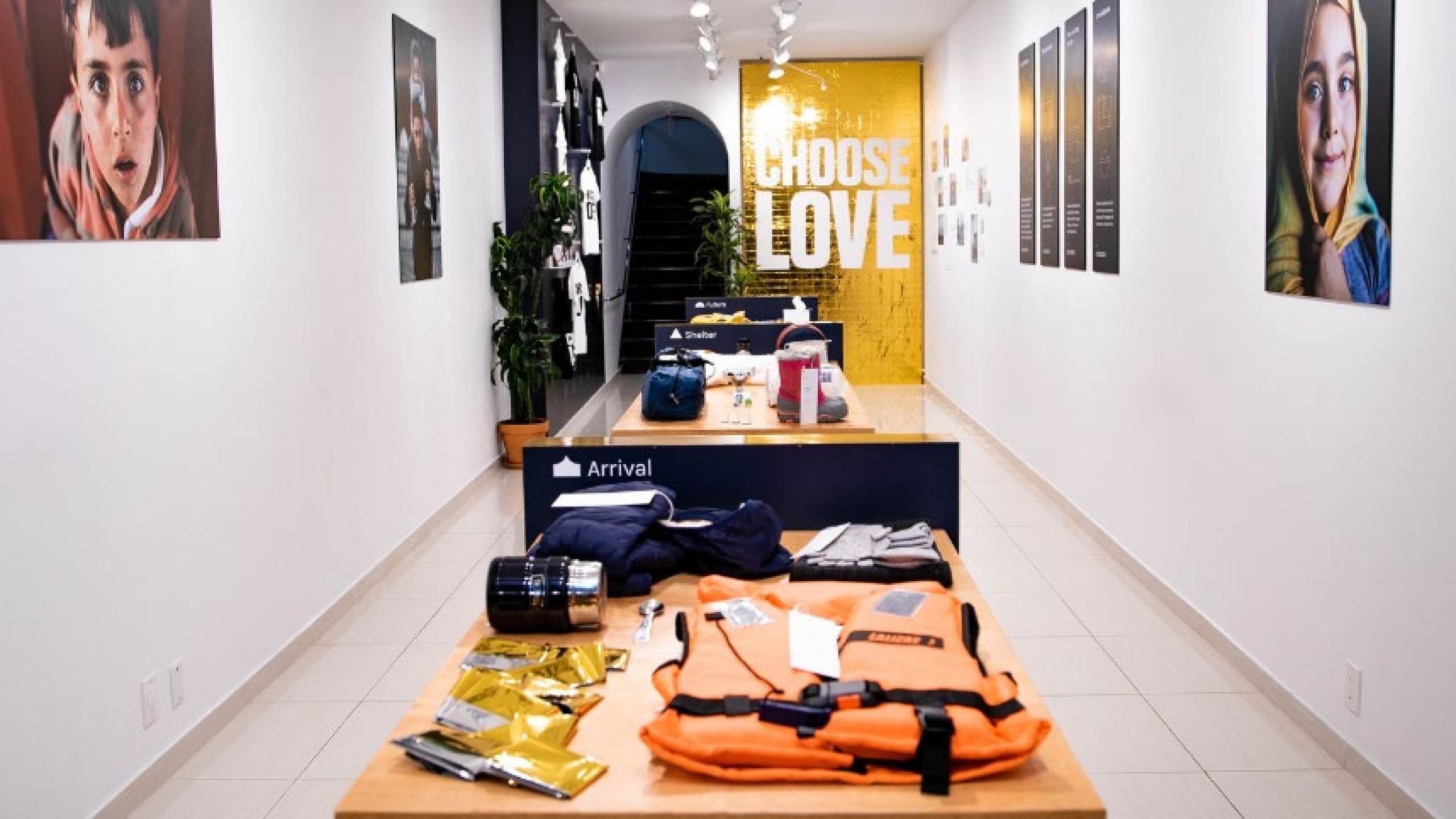
HOW CAN YOU BE OF SERVICE TO OTHERS?













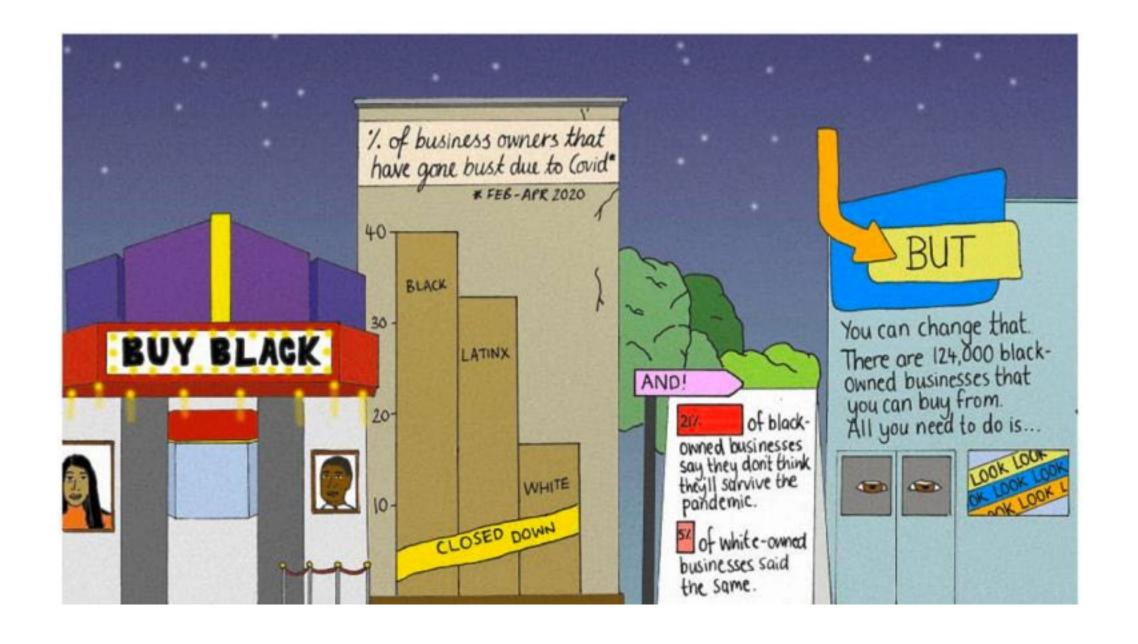


FAST @MPANY

07-07-21 6:00 AM

In one year, the 15% Pledge got 385 Black-owned brands on the shelves of Macy's, Gap, Sephora, and more

Aurora James pivoted the Fifteen Percent Pledge from an Instagram campaign into a full-fledged nonprofit that wants to end the racial wealth gap.



We're calling on major retailers to pledge 15% of their shelf space to Black-owned businesses.





INCLUSIVITY ISTHE BEST GLOBAL GROWTH STRATEGY







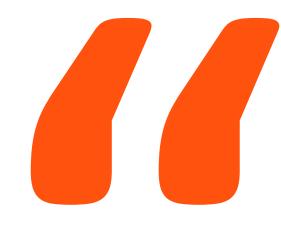
SEPHORA





Some final thoughts





A great CEO should have the brain of a CFO, the heart of a storyteller, and the soul of an activist.

- The Principles of Purpose





YALUES DRIVE





The two most important days in your life are the day you were born – and the day you find why.

-MARK TWAIN





THANK YOU!

