



CONSPIRACY
OF LOVE

THE RETURN ON PURPOSE

WHY PURPOSE MEANS
GOOD BUSINESS

Introduction

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GOOD IS THE NEW COOL

A black and white photograph of a hand holding a dark, irregular rock. The hand is positioned at the bottom of the frame, with fingers slightly curled. The rock is held in the palm, appearing to float or be balanced. The background is dark and out of focus. The text "Business is fundamentally changing" is overlaid in white, italicized font across the center of the image.

*Business is
fundamentally
changing*

04.03.19 | WORLD CHANGING IDEAS


Inside Ikea's plan to reinvent itself as a circular company

From rental furniture to modular couches, the company is finding more and more ways to limit its use of raw materials.



Inside McDonald's Bold Decision to Go Cage-Free

Changing how you produce 2 billion eggs a year is hard. Will it revive the fast-food giant?

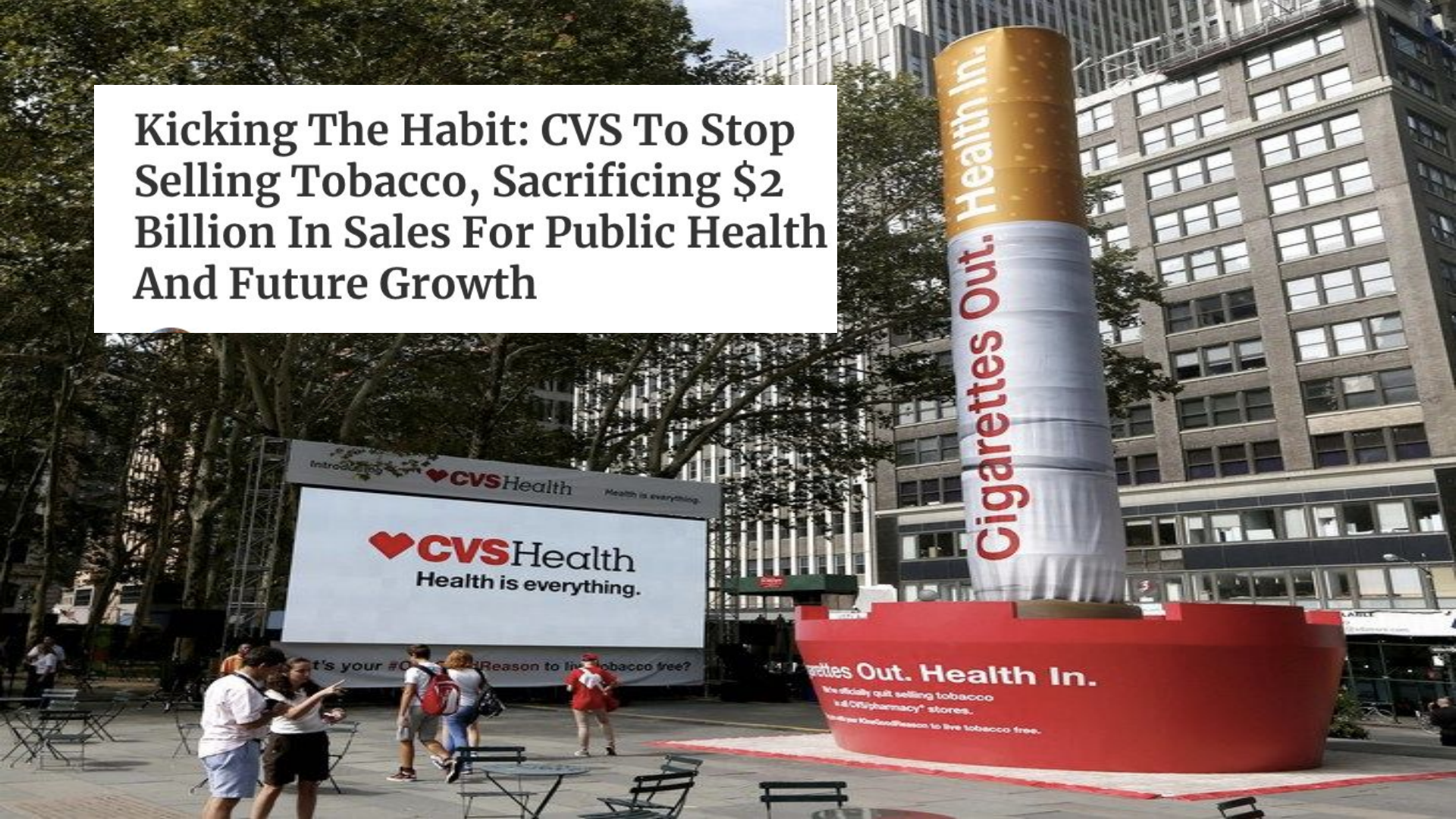




The New York Times

Starbucks to Provide Free College Education to Thousands of Workers

Kicking The Habit: CVS To Stop Selling Tobacco, Sacrificing \$2 Billion In Sales For Public Health And Future Growth





Dutch Supermarket Introduces World's First Plastic-Free Shopping Aisle

STEP INTO A PLASTIC FREE WORLD

PURPOSE DRIVES GROWTH

63%

Executives say purpose drives innovation

81%

Purpose-driven brands grow more in value

5.3x

Millennials more loyal to their employer

#1

Be Purposeful: #1 action to build valuable brand

Top 10

Trend impacting brand category value change

#1

Motivating factor for employees

21%

Orgs with meaningful work are more profitable

84%

Executives say purpose affects transformation

15-1

Purpose-driven orgs outperform the market

87%

Business leaders believe performance is higher

133%

Meaningful brands outperform the market

9/10

Millennials would switch to brands with a cause

46%

Nearly half of B2B buyers today are millennials.

20%

Price premium on purpose-based assets

50%

Reduction in employee turnover

The data speaks for itself- purpose fuels growth.

Outperforming the market 15-to-1

In their 1994 classic *Built to Last*, authors Jim Collins and Jerry Porras identified a set of breakout companies that, as a central element of their success, had a "sense of purpose beyond just making money."

46% greater market share gains

A 2015 study by Havas Worldwide found that brands that ranked high on purpose and meaning experienced more market success than lower-rated brands.

86% of over-performers

An "Insights 2020" study sponsored by the Advertising Research Foundation found that a majority of companies that over-perform on revenue growth link everything they do to purpose.

Growing 3X faster than competition

In Jim's book *Grow*, research partner Millward-Brown Optimor found that the "Stengel 50" of purpose-driven companies experienced 10 years of pace-setting growth.

Systematically higher stock market performance

A 2016 analysis of "Great Places to Work" data found greater success among firms "exhibiting both high purpose and clarity."

Paradigm shifts across 3 levels:

INVESTORS

EMPLOYEES

CONSUMERS

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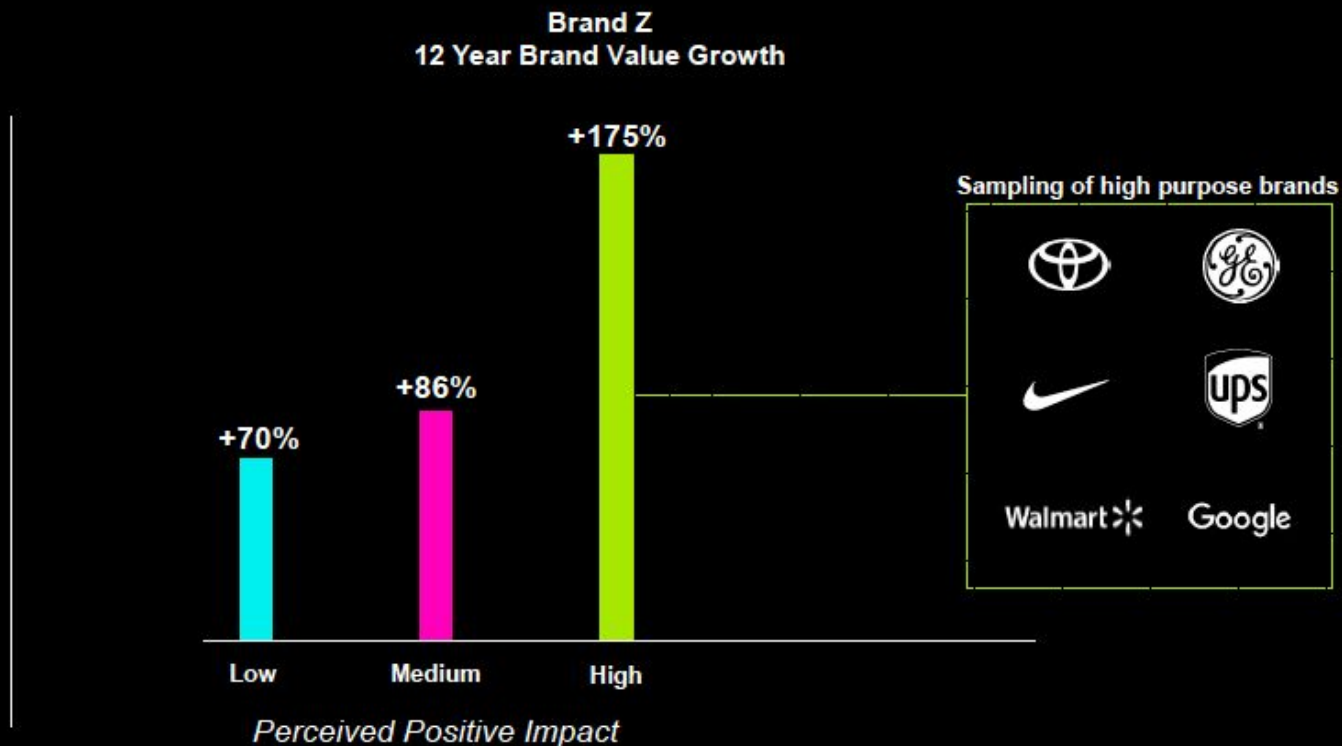


SOCIAL ACTIVISM IS A STRONG DRIVER OF BRAND STRENGTH



“Social Activism”: Factor combining social, social responsibility and energy

Brands recognized for high commitment to Purpose have grown at more than twice the rate of others.



MILLENNIALS HAVE A GLOBAL ANNUAL SPENDING POWER OF

\$2.5 TRILLION



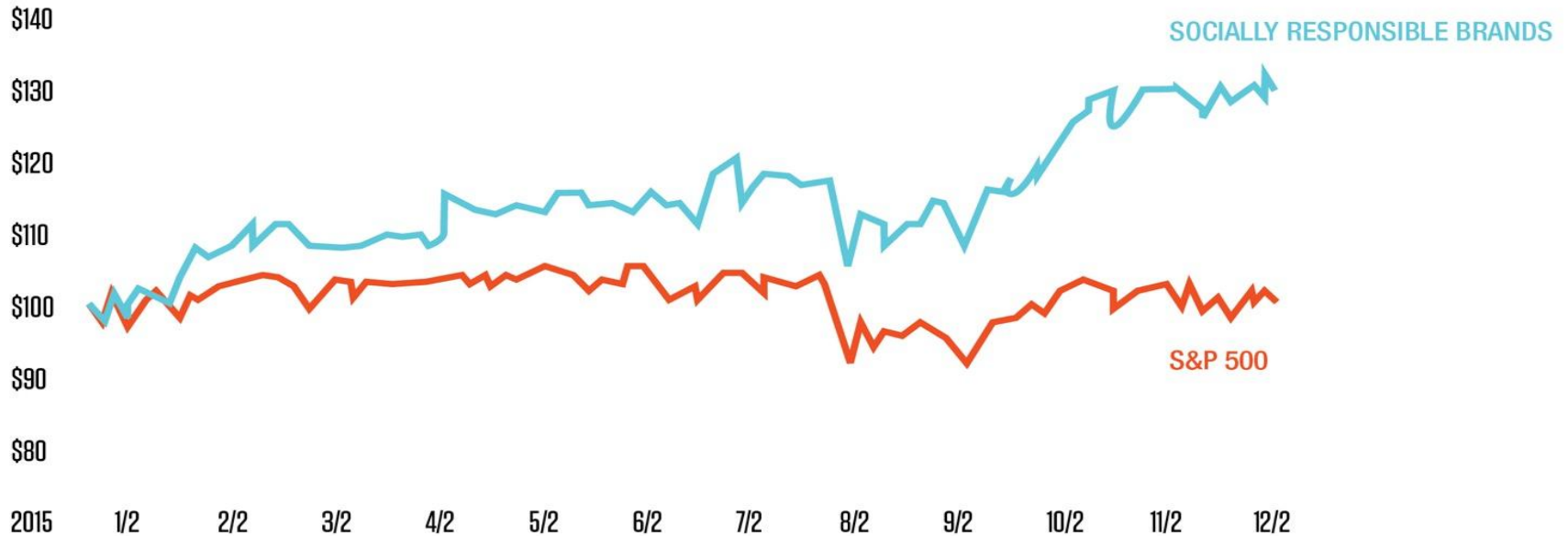
95%

WOULD **SWITCH** FOR A GOOD CAUSE

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SOCIAL RESPONSIBILITY **BUILDS WEALTH**



SOCIALLY RESPONSIBLE BRANDS UP 26% vs. S&P 500 DOWN 1%



“
**Profits are in no way
inconsistent with
purpose – in fact,
profits and purpose
are inextricably
linked.**”

Larry Fink,
Chairman and CEO, Blackrock

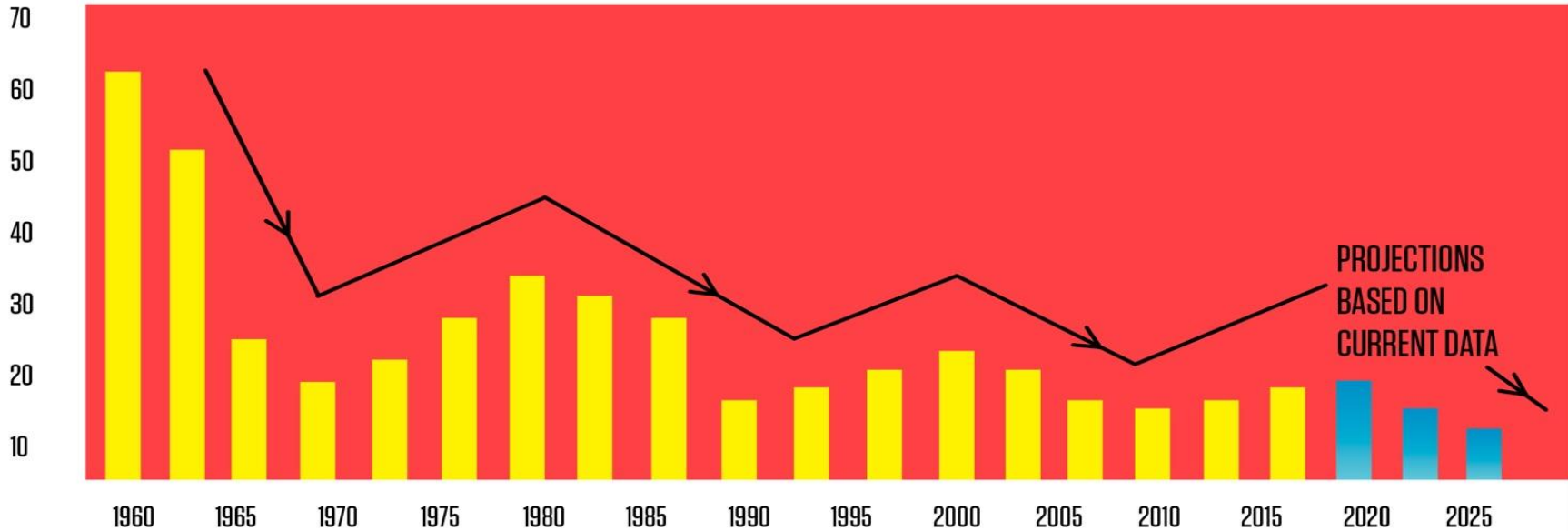
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The CEOs of nearly 200 companies just said shareholder value is no longer their main objective

THE AVERAGE LIFESPAN

OF AN S&P 500 COMPANY HAS SHRUNK FROM 67 YEARS TO 15 YEARS



“

Consumers wouldn't care if

74%
of brands
disappeared.

”

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MILLENNIALS & GEN Z HAVE HIGHER EXPECTATIONS OF BRANDS

64%

NEARLY 64% WON'T TAKE A JOB
if a potential employer doesn't have strong
corporate social responsibility (CSR) practices.

85%

85% OF GEN Z EMPLOYEES
believes companies have an obligation
to help solve social problems.



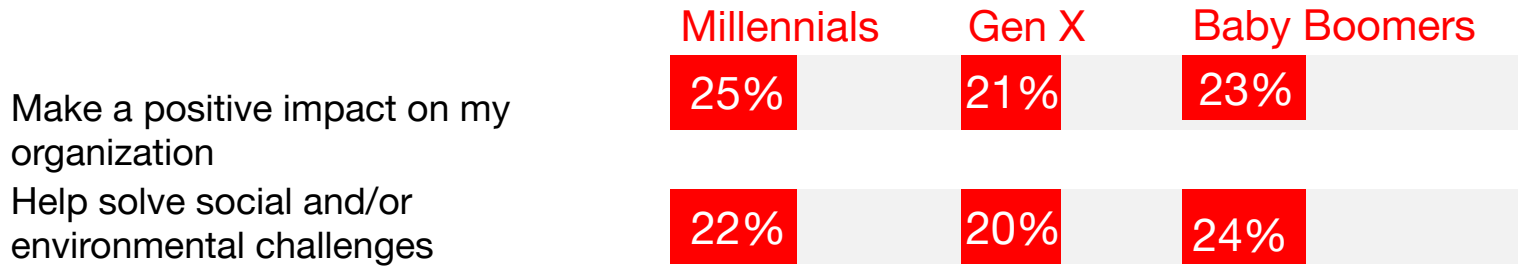
87%


Share of employees that feel
disengaged at work (in search of
purpose)

Source: Gallup "State of the
Global Workplace 2017"



MILLENNIALS & OLDER WORKERS HAVE MANY OF THE SAME CAREER GOALS



A black and white photograph of a hand holding a small, dark, textured rock. The hand is positioned at the bottom of the frame, with fingers slightly curled. The rock is held in the palm, and its surface appears rough and porous. The background is dark and out of focus, with some faint light patterns. The text "How will you start today?" is overlaid on the image in a white, italicized font.

*How will you start
today?*

More search available on demand at
Conspiracy of Love.



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