

PURPOSE & PERFORMANCE

Exploring the evidence & testing assumptions

DATE & TIME: Thursday 15th September 2016, 5.15pm to 7.30pm

VENUE: K & L Gates, 1 New Change, London, EC4M 9AF

Is 'purpose' just a fad? What does the latest evidence say? To what extent does it drive business performance? How can a focus on purpose help reconnect business and society? Where does financial return sit in relation to purpose?

On the eve of a groundbreaking interdisciplinary academic conference at London Business School presenting the latest empirical research and testing underlying assumptions about people and purpose, this high level panel discussion will explore some key issues and what the latest evidence reveals.

PANEL MEMBERS:

Andrew Hill (Chair)

Trustee, A Blueprint for Better Business; Associate Editor and Management Editor, Financial Times.

Professor Ioannis Ioannou

(Associate Professor of Strategy & Entrepreneurship, London Business School) will speak about the emerging evidence on purpose and performance.

Dr Victoria Hurth

(Associate Professor in Marketing, Plymouth University Business School) together with Professor Jaideep Prabhu of Cambridge Judge Business School, and PhD student Charles Ebert has over the last 3 months interviewed 14 major companies, a number of whom are working with Blueprint, about the purpose journey they are embarking on. She will be reflecting on the key emerging findings.

Professor Alex Edmans

(Professor of Finance, London Business School) will be highlighting some of the latest evidence which demonstrates a causal relationship between purpose and performance.

Professor Helen Alford

(Dean of the Faculty of Social Sciences and Professor of Economics & Business Ethics, Pontifical University of St. Thomas Aquinas) will explain how Blueprint's approach to organisational purpose challenges dominant thinking and why an interdisciplinary approach is fundamental to helping change the ecosystem.

PROGRAMME:

5.15 Welcome & Introduction by Charles Wookey (CEO, A Blueprint for Better Business)

5.20 Panel Discussion

5.50 Open Q & A Session

6.45 Drinks

7.30 Close

REGISTER TO ATTEND

There is no charge to attend this event but you are requested to register by email to Jeanette.Lacy-Scott@blueprintforbusiness.org

Places will be allocated on a first come first served basis.

Attending this event will give you:

- Practical insights into what some companies are now doing with purpose;
- An insight into the latest academic research on the effectiveness of a purpose driven business approach;
- An awareness of how the academic dialogue about the future of business is broadening and deepening, and,
- An opportunity to question panellists in an open Q & A session.

Blueprint for Better Business helps businesses realise their true long-term potential: to serve society, respect people, rediscover their purpose, and thereby earn a fair and sustainable return for investors. As a charity that is independent of business, we provide a catalyst for positive change. We challenge and help businesses to be a force for good. We make freely available practical tools based on five core principles and a robust framework for relationship building. And we connect businesses with wider society and introduce them to new research and ideas, through our conferences and round tables. www.blueprintforbusiness.org