

# PHIL PRESTON | SPEAKER

## Putting Purpose into Practice



### Harnessing the power of purpose for high performance outcomes

We wouldn't set sail without a rudder, so why would we expect companies without purpose to perform well?

Leading companies are responding to seismic shifts in consumer and community expectations with purpose-led models, but it's not enough to just have a statement, it must be put into practice. Switched on executives are asking:

- Do we have a good quality purpose statement?
- How should it be adding value to our business?
- Is it energising our people or being ignored?
- How can we embed purpose into everything we do?

#### SESSION OVERVIEW

As the author of *Connecting Profit with Purpose* and a [report](#) ranking top-50 company purpose statements, Phil helps audiences by outlining:

- How purpose reduces risk and creates value
- The 5 factors that make up a great purpose statement
- Case studies of leading purpose-led companies
- A blueprint for embedding purpose in your business

This is essential content for directors, executives and managers who want to be seen and admired as new economy leaders.

#### FORMATS

- In person or online
- Workshops or master classes
- Tailored working sessions
- Panel discussion / participation

#### ABOUT PHIL

Phil left a comfortable corporate career where he oversaw \$50 billion of investments to help companies go beyond symbolic acts of charity and help address social and environmental challenges through core and profitable business.

In 2013, he was invited to join Harvard Business School's Professor Michael Porter and Mark Kramer in Boston to advance the 'shared value' field where he's a leading practitioner and author, recently publishing the book, [Connecting Profit With Purpose](#).

Phil's [clients](#) include small-medium enterprises through to multi-national corporations and everything in between, and has extensive experience working with not-for-profit organisations, peak bodies and governments.

As a speaker, Phil distills years of experience into actionable learning, making use of storytelling, audience interaction and a splash of dry humour - you can view his [testimonials](#) to see what his clients are saying.

Outside of work he is enthusiastic about coffee, chocolate and trail running!

#### DETAILS

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#### **Guidance in the Power of Purpose**

*"Phil gets the power of purpose ...and provided guidance, backed up by research and experience"*

*- Chief Commercial Officer, Speciality Metals*



**PHIL PRESTON**

Connecting Profit with Purpose