

# PHIL PRESTON | SPEAKER

## Winning in the New Economy



### Purpose-led approaches create resilience, performance and competitive advantage

In our complex, crowded and connected world, we face enormous social and ecological challenges that influence consumer behaviours and their expectations of companies.

Business as usual is no longer an option, so, how do you respond?

**Purpose-led approaches** provide companies with resilience, high-performance and competitive advantage. This is what it takes to win in the new economy, and leaders are asking:

- How do we develop our purpose-led approach?
- How does it improve our performance and profitability?
- How do we navigate this together?

#### SESSION OVERVIEW

As an expert in this field, Phil helps inform, inspire and engage your people in the purpose-led journey, with audiences discovering:

- How purpose creates value for businesses
- Case studies of successful purpose-led companies
- The essential foundations for success
- A 5-step checklist for moving forward

This is cutting edge content for executives, leaders and senior managers that can be delivered online or in-person.

#### ALTERNATIVE FORMATS

- 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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#### **Leadership and Practical case studies**

*"Phil's engaging style, thought leadership and practical case studies added huge value to each delegate"*

*- Director, Australian Food & Grocery Council*



**PHIL PRESTON**

Connecting Profit with Purpose