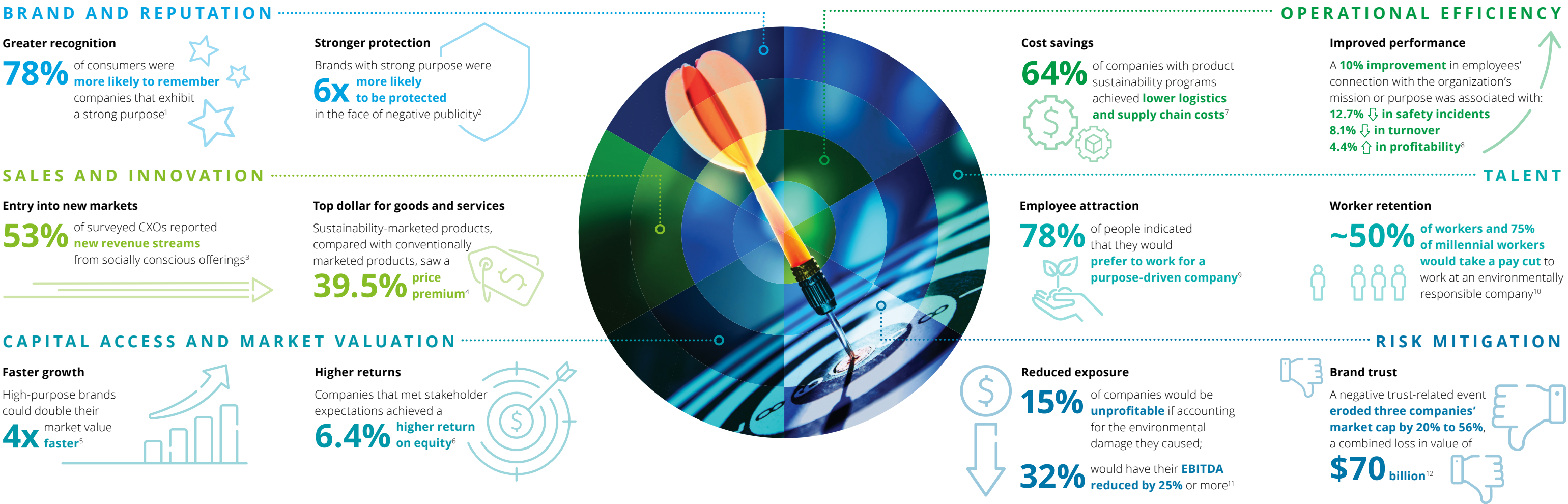


The purpose premium: Why a purpose-driven strategy is good for business

An integrated purpose strategy—one that’s focused on the differentiated role a company serves in society—can provide organizations with a “purpose premium,” driving long-term value and creating competitive advantage. Here’s what companies with a clear and consistent purpose can achieve:



Now more than ever, companies are beginning to embrace purpose in a way that delivers long-term value for the company, its shareholders, and society. [Explore more evidence on the value a purpose strategy can bring—and what it can mean for your business.](#)

Sources
¹ Porter Novelli, *Purpose Perception: Implicit Association Study*, 2021. ² Zeno, *2020 Zeno Strength of Purpose Study*, 2020. ³ Deloitte Insights, *Success personified in the Fourth Industrial Revolution*, 2019. ⁴ NYU Stern Center for Sustainable Business (CSB), *CSB Sustainable Market Share Index*, 2020. ⁵ CECIP, *The Return on Purpose: Before and during a Crisis*, 2020. ⁶ JUST Capital, *Just Business, Better Margins*, June 2019. Companies that scored in the top quintile compared with companies in the bottom 25% in meeting stakeholder expectations. ⁷ Pure Strategies, *The Path to Product Sustainability*, 2014. ⁸ Nate Dvorak, *Three Ways Mission-Driven Workplaces Perform Better*, Gallup, May 2017. ⁹ Porter Novelli, Purpose Perception. ¹⁰ Fast Company, *Most millennials would take a pay cut to work at a [sic] environmentally responsible company*, 2019. Survey of 1,000 employees at large US companies. ¹¹ Ronald Cohen and George Serafeim, *How to Measure a Company's Real Impact*, Harvard Business Review, September 2020. Percentage out of 1,694 companies that had a positive EBITDA in 2018. ¹² Deloitte, *The chemistry of trust*, 2020.

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