

The Stakeholders' Perspective to Purpose-Driven Corporations

Empower your people and programs with purpose.

Why invest in Purpose?

When deciding to invest in anything, data helps make the decision a lot easier. The data below analyzes the perceived relationship and intended behavior between consumers, investors, and brands with well-known **purpose**. If your corporation is on the fence about adding purpose to its framework, take a moment to look at it from the eyes of your consumers and investors.

PURPOSE FROM YOUR CONSUMERS' EYES

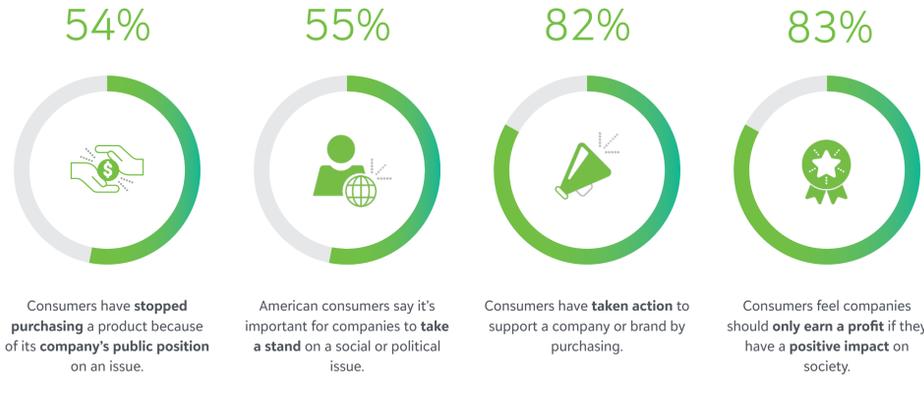
Today's consumers have high expectations for the businesses they interact with, not only desiring a high-quality product, but also wanting to see these brands create positive societal and environmental impact. By not fulfilling these expectations, corporations could be putting themselves at risk.

CONSUMERS' BEHAVIOR TOWARD CORPORATE IMPACT



76% of consumers will act against brands whose purpose, values, or behaviors that conflict with the individual's personal beliefs by no longer purchasing, switching brands, or discouraging others to buy.

CONSUMERS' BELIEFS OF CORPORATE IMPACT



Stats show just how important it is to today's consumers that all companies make a positive impact. Some industries have it even harder, such as healthcare, where consumers place an even greater expectation on companies to address and solve issues that make the world a better place.

CONSUMERS' EXPECTATIONS OF CORPORATE IMPACT ACROSS INDUSTRIES



PURPOSE FROM YOUR INVESTORS' EYES

Investors view a company's role in improving society and the environment, innovativeness, and employee/workplace management as equally contributing to a company's total value.

INVESTORS' BELIEFS OF CORPORATE IMPACT



PURPOSE MAKES FOR BETTER BUSINESS

Regardless of if you are measuring investor relations or consumer satisfaction, strong purpose in a corporation has long-term positive effects on both. The people have spoken and purposeful companies are just better business.



68% of CEOs agree that companies will take the lead on progress toward long-term societal improvement.

92% of the world's largest 250 companies, 92% produced CSR reports in 2018.

To see more great content on purposeful corporations and how your organization can succeed as one, or to just to get more information on corporate social responsibility as a whole, visit www.yourcause.com today!

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