



**TIM JONES  
THE GROW GOOD GUY**

**THE WHY +  
HOW OF  
BUSINESS  
FOR GOOD.**



**Building Organisations With Heart**

**Certified**



**Corporation**

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# Welcome

What do the most successful organisations and people in the world have that others don't?

The answer is purpose. A reason for doing what they're doing that goes beyond just turning a profit. They're driven by a desire to make a difference in the lives of others and ultimately want to leave a positive mark on our world.

Because having this big-picture purpose provides focus that leads to exponential growth and success, both for the business and the humans it interacts with.

I'm Tim and I'm the founder of Grow Good, one of Aotearoa's foundation Certified B Corporations. I'm also incredibly proud to be B Corp Ambassador for New Zealand.

Over the next few pages I'll put forward some ideas about why you should be promoting positive change in your workplace and how you can start that journey.

Thanks for downloading this short guide to organisational purpose. More importantly, thanks for your interest in undertaking the journey to becoming a more purpose driven entity.

Yours in service of purpose,

A handwritten signature in black ink, appearing to be 'Tim', written in a cursive style.



# What's The Purpose of Your Organisation?

The dictionary defines Purpose as:

The reason for which something is done or created; something's use/usefulness. A person's sense of resolve or determination.

However, beyond just making a financial return for its stakeholders, what social and environmental impact is your business making?

There is a bigger definition of purpose I have: To find meaning by doing something bigger than you in the service of others for shared positive impact.

That's really the crux of purpose-driven business.

Think of the world's most inspiring organisations and the thing they all have in common is that they are playing a game bigger than themselves in service of others.

But what does being purpose driven give you and your business?

Check out these nine major purpose advantages you can get into your organisation.

## **1. Purpose driven performance.**

It's really easy to spot the organisation of purpose because their teams are consistently high performers. Their employees are passionate advocates of the stand their business takes on improving the planet. Their customers are evangelical about their products and services and the market eagerly seeks to invest in them to make more positive impact and return.

## **2. Boost employee happiness and engagement.**

That's because as humans we seek purpose and meaning but are struggling to find it at work. Feeling like your work lacks meaning? You're not alone! Most of us are caught in a cycle of working long hours in a role that doesn't fulfill us, but brings in enough money for us to maintain our lifestyle. We live for the weekends and holidays, while often struggling with the impacts on our physical and mental health and our relationships.

### **3. Attract the best talent.**

Your future workforce understands this 'purpose' stuff. They want to work in roles where they are contributing to something bigger. Being purpose-led will ensure your organisation is positioned for the future and can attract and maintain the best talent.

### **4. Purpose creates successful people.**

Becoming purpose-led is a proven road to success and growth. Having a defined big-picture purpose that truly matters to us as individuals and teams provides focus, fulfilment and the drive to succeed. This translates into increased happiness, health, job satisfaction, productivity, better relationships, higher sales – and much more.

### **5. Looking for more and better customers?**

In a world of increasingly conscious consumers, customers are proven to seek out businesses with a bigger purpose and are willing to pay more for their products and services. Surveys unanimously show that consumers will switch to higher-purpose brands and maintain their loyalty. It makes cents and sense to be genuinely doing business for good.

### **6. Get investment for growth.**

Shareholders, employees, customers and communities now want to see more than financial performance – they want to see evidence of how companies are making a positive contribution to society. As Larry Fink put it in his now famous 2018 letter to CEOs: Your stakeholders give your business its licence to operate and without a sense of purpose, no modern business can achieve its full potential. When the guy controlling \$6trillion under investment says you need to get purpose, you know it's real.

### **7. Kiwis want you to take action**

Kiwis want you to take action. Recent research by Colmar Brunton shows that New Zealanders have a fast-growing awareness of societal issues and want to support businesses who are making a real impact. Our country wants to prioritise actions that will address hunger and poverty, increase health and wellbeing, improve education, clean up the environment and achieve decent work and economic growth for all. Expectations of sustainability and social impact are becoming more mainstream and brands with a higher-purpose are seen as leaders. However, Kiwis really struggle to name businesses authentically delivering impact on purpose.

### **8. Leaders of purpose = real legacy**

To see the change that we need in the world we need leaders of purpose. We need big, bold, courageous action that might go against the narrative. But to do that takes connection, authenticity and vulnerability. Look back through the ages and we see time and again the real leaders were the one focused on going big or going home. Imagine the legacy you could leave if you worked to solve one of the world's big challenges.

### **9. Purpose is contagious**

Finding your purpose will not only benefit you personally and professionally; chances are you'll spread the good vibes to those around you and start a tidal-wave of impact. A 2017 study proved that doing good makes life better for you and for the people you're supporting – plus it's contagious. People who receive acts of kindness are three times more likely to do good acts themselves. That's why I call purpose the self saucing chocolate cake of goodness!

Now lets take a deeper dive into how purpose positively impacts results for employees, customers and leadership.



YEAH!!

## Employees Thrive On Purpose

Human beings crave purpose and are meaning seeking creatures. Unfortunately for many of us we struggle to find it at work. That place we might spend 80,000 hours of our lives.

Some surveys suggest that up to 60% of staff in your organisation might be disengaged. 40% feel that their job provides no meaning and indeed believe that if their job didn't exist the world would be a better place.

And it's no better for leaders. In a World Economic Forum report 50% felt that their job gave them no meaning.

That's where purpose comes in. Recent research from Colmar Brunton shows that the brands on purpose that are leading the charge are doing so from the inside out.

In that same survey 86% of Kiwis also said it was important to work for a company that is socially and environmentally responsible.

When we're all connected to the same purpose, we're more creative and passionate about finding new and better ways to achieve it.

Check out some of the stats behind the purpose advantage that you can bring to your organisation:

- Purpose-driven employees are 125-225% more productive (Bain & Company, 2017)
- Purpose is correlated with a quadrupling of the likelihood of being engaged at work (Gallup/Healthways, 2013)
- 90% of global employees in purpose-driven companies are engaged (Korn Ferry, 2016) vs 13% of the global workforce who are engaged (Gallup, 2013)
- Being connected to your purpose or the company's purpose is ranked the #1 factor in job satisfaction, and is more than 2x more important than the next factor, company leadership (Happiness Research Institute, 2015)
- Purpose is correlated with a 64% higher level of career fulfilment (Imperative / NYU, 2015)
- Purpose is correlated with a 50% greater likelihood of having meaningful relationships at work (Imperative / NYU, 2015)
- Purpose is correlated with a 54% greater likelihood of believing work has a positive impact (Imperative / NYU, 2015)
- Purpose is correlated with a 47% increase in the likelihood of promoting one's employer (Imperative / NYU, 2015)
- Purpose is correlated with 20% longer tenures (Imperative / NYU, 2015)
- 70% of American workers would accept a more fulfilling job offer (PWC/Imperative/CECP, 2018)
- 75% of Millennials will choose to work for or do business with a company that does good in the world (Deloitte, 2016)



## Get More Evangelical Customers

Just think about the levels of passion people demonstrate for certain brands.

Thankyou would be at the top of the list. What about Tesla, Patagonia, Ethique, All Birds?

Because the bigger the challenge the organisation is seeking to solve the more evangelical the support behind it.

Customers are also increasingly demanding more transparency and accountability from the brands they interact with.

In the recent Colmar Brunton Better Futures Report, 90% of Kiwis stated they would stop buying from a brand if they thought it was irresponsible or unethical.

But the real challenge they face is that whilst they want to support businesses making more than just money, they are really struggling to find them, and they are confused as to the types of certification systems that might or might not prove their purpose credentials.

There is a massive opportunity for your organisation to step into that void.

Look at the stats on customer support of purpose driven business:

- 87% of global consumers believe businesses should put at least as much emphasis on social interests as business ones (Edelman, 2017)
- 73% of global consumers will switch to purpose-driven brands (Edelman, 2012)
- 57% of high-income global customers are belief-driven buyers (Edelman, 2017)
- 55% of global customers will pay more for a product that has a higher purpose (Nielsen, 2014)
- 90% of Kiwis would stop buying the products of a company if they heard about it being irresponsible or unethical (Colmar Brunton)
- 83% of consumers feel the way businesses talk about their social and environmental commitments is confusing (Colmar Brunton).
- 7/10 Kiwis can't name a brand that is a leader in sustainability (Colmar Brunton).



## Leadership Is Legacy

What's the real competition? Because if you are competing against your competitors you are not on purpose, you are not playing big enough.

As a leader on purpose you will need to redefine what success you are chasing. Purpose based leadership is therefore focused on real legacy.

Tesla is a great recent example, In early 2019 they released all their patents because they care more about solving the challenge of mass sustainable transportation than beating their peers.

It's tough though because we are all conditioned to chase a very narrow idea of success. A very material based one. But people won't remember what you had. They will remember what you did and how you did it and I'll prove it to you right now:

Can you name the richest man in the USA in 1963? No? I'll make it easier - Who was the richest man in the world ever when adjusted for inflation and currency etc? No?\*

Try this one then. What was the name of the person who gave a speech about a dream in the USA in 1963?

So I'll leave you with one last question to ponder. What would your life, business, environment and legacy look like if you contributed to solving one of the big challenges of our time?

Purpose leaders also experience a wide range of benefits for themselves, their teams and their organisation:

- Purpose is correlated with an increase in the likelihood of being in leadership by 50% (Imperative / NYU, 2016)
- Purpose-driven leaders have a leadership effectiveness score that is 63% higher than reactive leaders (University of Notre Dame, Mendoza College of Business, Anderson, Adams, Mastering Leadership, 2016)
- 91% of global executives link a strong corporate purpose with profitability (Deloitte, 2013)
- 87% of global executives believe companies perform best when their purpose is beyond profit (Ernst & Young, 2015)
- Purpose-driven mission statements rated the #1 strategy and management tool by senior managers (Bain & Co., 1996)
- 83% of global executives believe purpose helps them stay ahead of industry disruption (Deloitte, 2014)
- 84% of global executives believe purpose is required to implement new strategies (Harvard Business Review, 2015)
- Personal purpose is cited by global CEOs as one of the top 3 things (along with ethics and values) to focus on (IBM, 2012)
- In 2014, "purpose", "mission" and "change the world" were mentioned 3,243 times on earnings calls, investor meetings and industry conferences, a 40% increase over 2009 (Factiva, 2015).

\* The answer is Mansa Musa, Emperor of Mali in the 1300's

# USING BUSINESS AS A FORCE FOR GOOD



## B Corporations

B Corp certification is to sustainable business what Fair Trade certification is to tea.

B Corporations represent an emerging group of companies that are using the power of business to create a positive impact on the world and generate a shared and durable prosperity for all.

Certified B Corporations have undertaken the B Impact Assessment, scored over 80/200 points and have signed a term sheet that declares that they will consider all stakeholders in their decision making.



As a community we're working to be the best for the world, not just the best in the world.

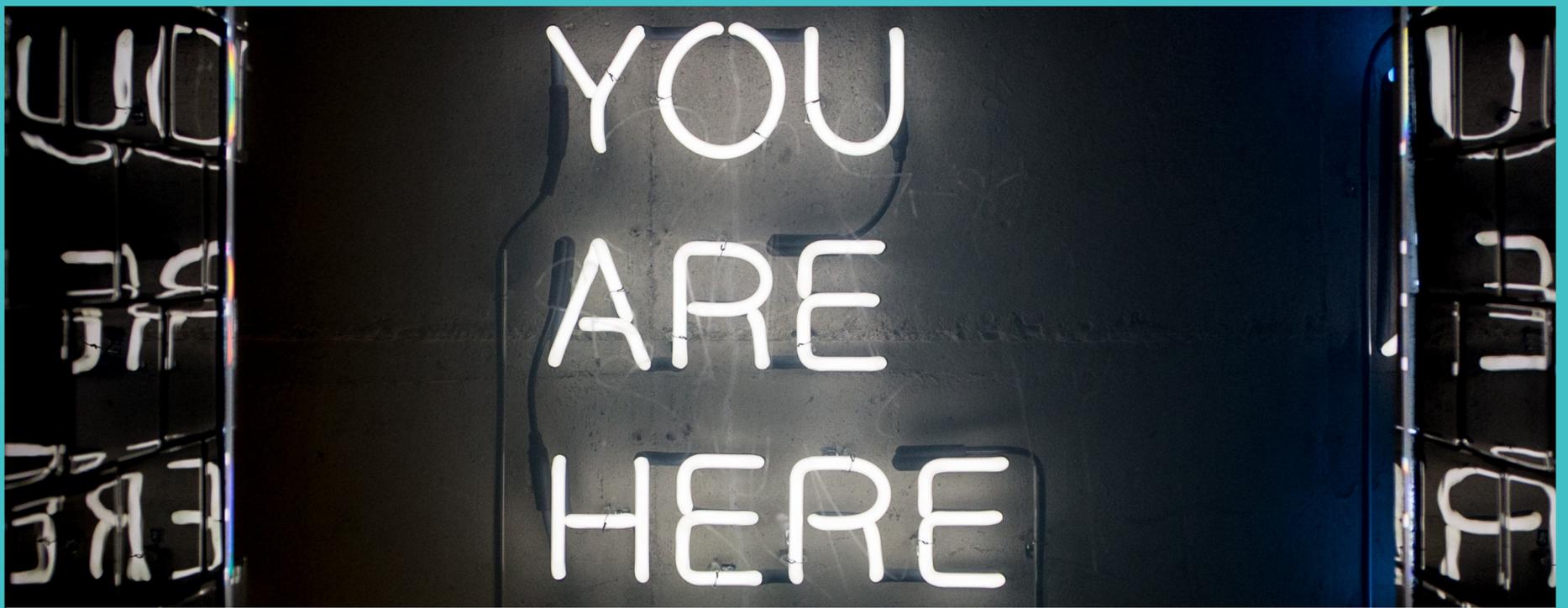
We are a new kind of business that balances purpose and profit. We are required to consider the impact of our decisions on their workers, customers, suppliers, community, and the environment. We are a community of leaders, driving a global movement of people using businesses as a force for good.

B Corp Certification is the most powerful way to build credibility, trust, and value for your business. People want to work for, buy from, and invest in businesses they believe in.

To get certified you must complete a rigorous assessment that explores a your governance, transparency, environmental and social impact.

The process is different depending on the size, complexity and how much good you are already doing.

But don't let any of that stop you. In 2018, Danone one of the largest food companies in the world certified, whilst Natura, the \$6B South American health and beauty giant has been leading the way as a B Corp since 2014.



## Start The Journey Today

Convinced that you need to transition to being a business of purpose and impact, but unsure where to start? Going deeper on purpose can seem like a daunting and confusing process. I'll be honest, it's not an easy path. After all if changing the world was easy we'd all be doing it already!

The best place to start though is to identify where your are on the purpose spectrum:



Based on the work of svx.mx

The vast majority of business in the world sit in the "Extractive" column. In other words their primary aim is profit maximisation and almost all externalities (the social and environmental costs of making that profit) are ignored. "Ethical" businesses are better for sure but the impact is not fully baked in, it's still an after thought.

The key is making the jump to being fully on purpose and then building from there. The ultimate vision I have is for co-creating truly regenerative businesses that only make positive impact. Purpose and impact are already there and occurring in your organisation. You just need to identify and amplify.

Connect to your moments of purpose as an individual. Understand the humans that you serve through your business and how you impact their lives. Check the latest Colmar Brunton report and where you might be placed to start making more positive waves.

Measure the impact you are already making by taking the B Corp Impact Assessment and start to measure more that matters than just your financial impact.



## The Grow Good Purpose Process

No matter where you currently sit on the purpose scale – now is the time to get on board. Becoming purpose-driven is the future of business and those that use their skills for good are set to thrive.

I'm here to serve and support you on this journey. That's my purpose - helping organisations like yours unleash their human potential by assisting them on the transition to becoming businesses for good - hence Grow Good.

My unique genius is really as a translator. I've worked in the "old world" of profit maximisation but have successfully navigated the journey to being 100% on purpose and for positive impact.

That combined with the work I undertake for pioneering organisations of impact like Kilmarnock Enterprises and my immersion in the community of amazing purpose driven humans in NZ means I am superbly well equipped to lead you on the path to purpose and beyond

Specifically then how might we collaborate?

I work with you to help you to define your big-picture purpose and how you can grow positive change in the world via delivery of purpose-focused programmes specifically designed for you to be able to start using your skills to create meaningful impact.

Typically this starts at the leadership level with a deep dive into your individual purpose - after all you can't transition your organisation to be on purpose if you are not. From there we measure your impact via the **B Impact Assessment** and begin exploring the ideas and actions of purpose with your wider teams. Building on that we start to identify the areas where you can make more impact and how you can embed the new culture of purpose.

Get in touch with me to join the hundreds of like-minded New Zealanders on the same journey because I'd love to work with you to grow your good.

After all, no-one ever regretted doing good.

**Tim Jones - The Grow Good Guy  
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