



People on a mission: Common characteristics of purpose-driven companies



Purpose-driven companies have **four times the CAGR (compound annual growth rate)** of companies in the S&P 500 Consumer Sector.

“Authenticity is everything—you can’t fake purpose.”

John Replogle, CEO



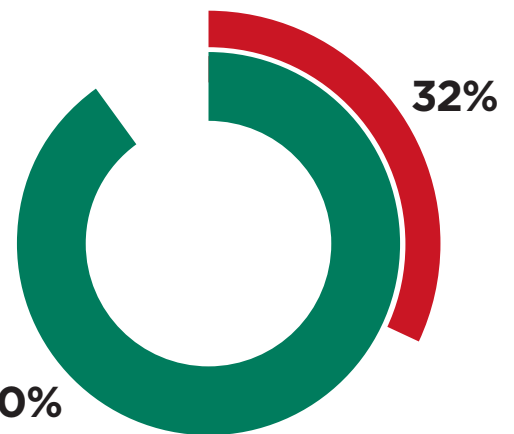
Purpose-driven organizations experience **increased employee productivity** as a result of commitment to purpose.

Purpose helps people in:

ENHANCING COLLABORATION **76**

BOOSTING BREAKTHROUGH INNOVATION **82**

GUIDING EFFECTIVE DECISION-MAKING **88**



90% of employees in purpose-driven companies report feeling engaged vs. 32% of employees in other companies*

* Gallup

Purpose-driven organizations prioritize people first.

PEOPLE **94**

PROFIT **83**

PURPOSE **78**

PLANET **44**