

A person is running on a paved path on a hillside, overlooking a city at sunrise. The sun is low on the horizon, creating a golden glow over the city and mountains in the distance. The sky is clear and blue, with some light clouds. The overall mood is bright and energetic.

Building Your Brand: Business Case for Purpose

Sarah Dziuk, SAP

THE BEST RUN 

A man and a woman are in a clothing store. The woman, on the left, has long dark hair and is wearing a light-colored blazer. She is looking at a green item in her hands. The man, on the right, has short brown hair, glasses, and a beard. He is wearing a dark jacket over a light shirt and is holding a blue folder or book. They are both smiling and appear to be engaged in a conversation. In the background, there are racks of clothes and a mannequin. A brown leather suitcase with the SAP logo is visible in the foreground on the left.

Where **opportunities** abound

SAP

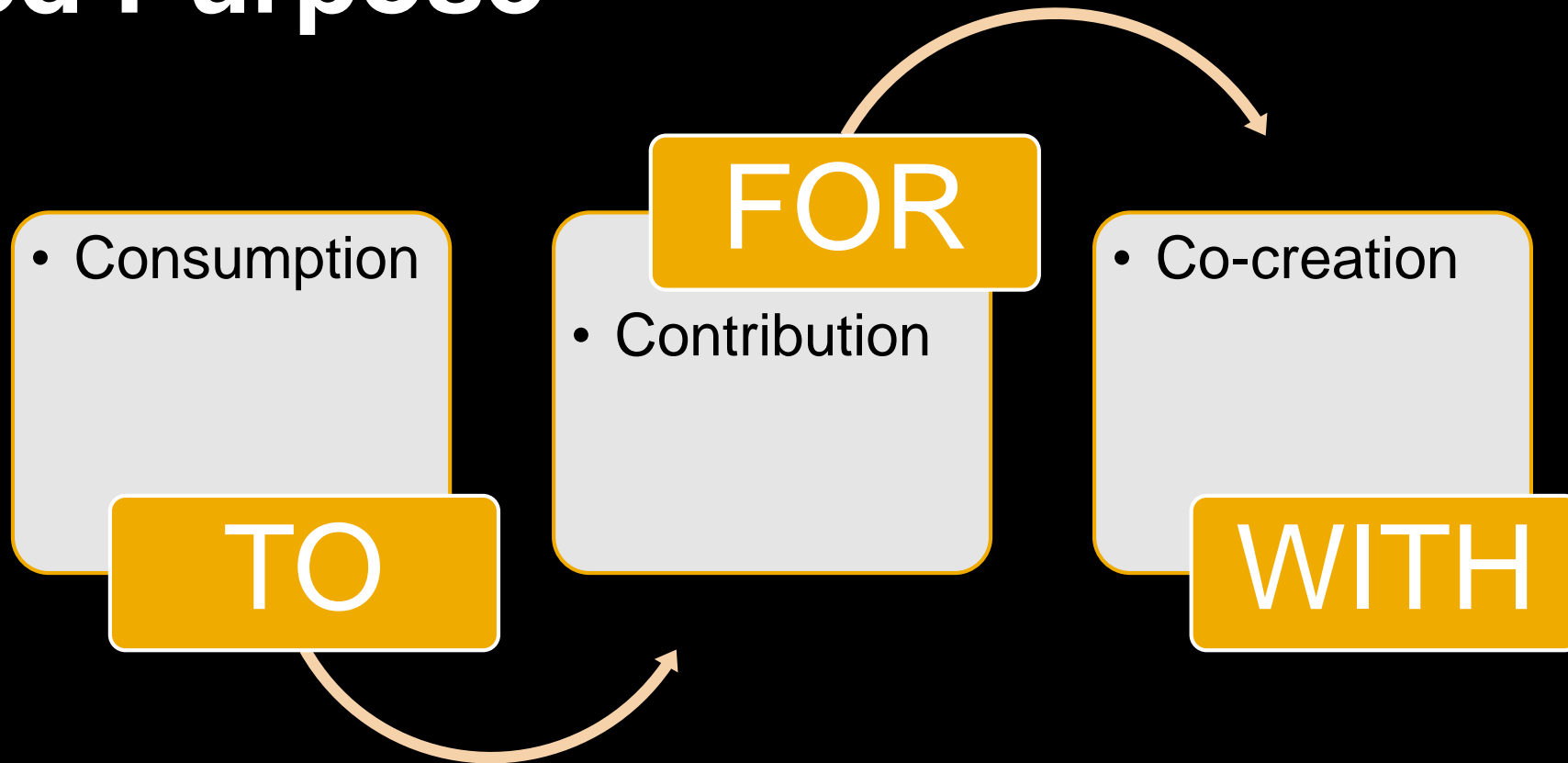
THE BEST RUN

SAP

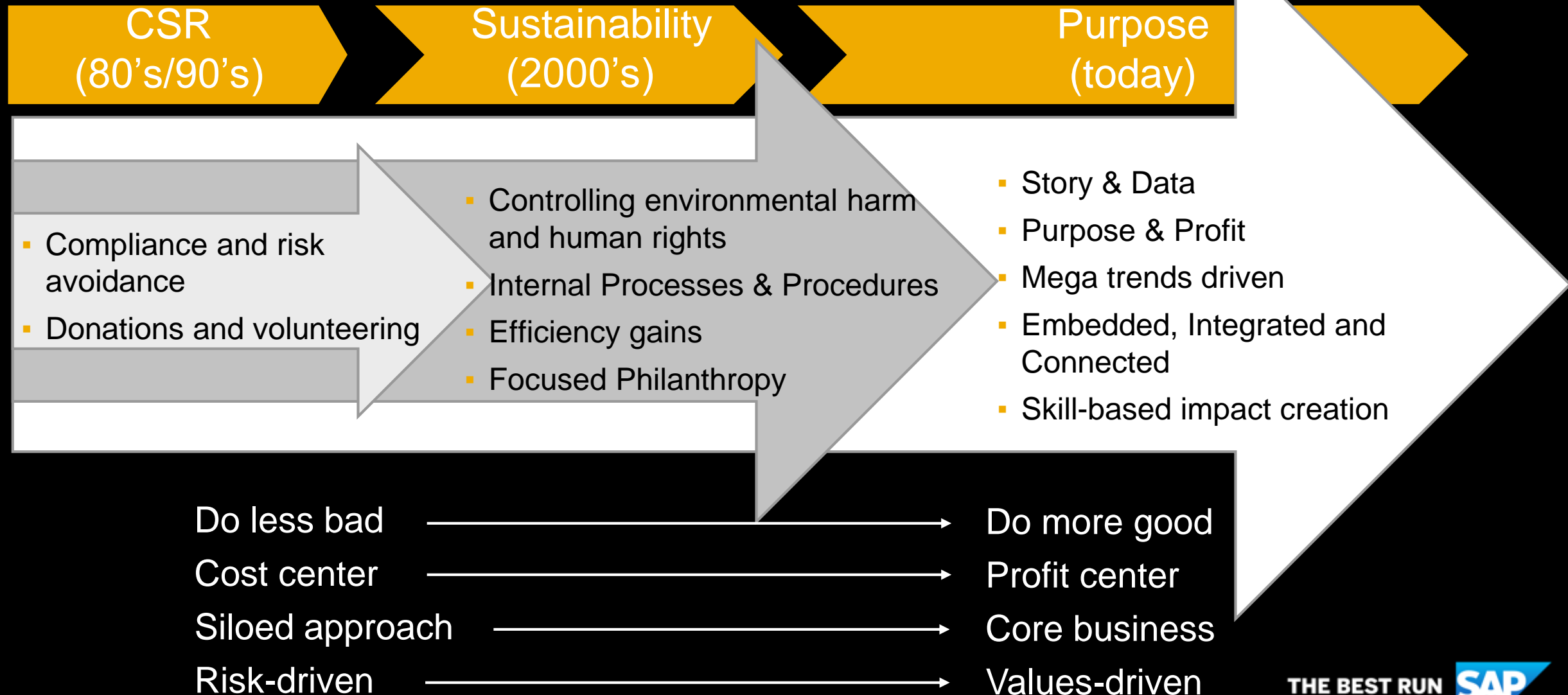
What is “Purpose”



Shared Purpose



Evolution of Purpose: *From cost center to profit center*



If the Shoe Fits...



"To bring inspiration and innovation to every athlete* in the world.

*If you have a body, you are an athlete."

"The adidas Group strives to be the global leader in the sporting goods industry with sports brands built on a passion for sports and a sporting lifestyle."

A Tale of Two Coffees...



"To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time."



"Make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores."

Your Turn...

- 1. What do you believe?**
- 2. Why do you exist?**

OUR ENDURING PURPOSE

**We help the world
run better and
improve people's
lives**

OUR ENDURING PROMISE

**We innovate to
help our customers
run at their best**

An aerial, high-angle photograph of a modern city at night. The image is characterized by long-exposure light trails from cars on roads and highways, creating vibrant streaks of orange, red, and white. Several prominent skyscrapers with illuminated facades and unique architectural designs are visible. The overall scene is a dynamic and brightly lit urban landscape.

While the world continues to change,
how to be the **best** has never changed.

A swimmer in a dark wetsuit is captured mid-backflip in the ocean. The swimmer's body is arched, with their head tucked and arms tucked in. A large splash of water is visible behind the swimmer's feet. The background features a bright sunset over the ocean, with the sun low on the horizon and its reflection shimmering on the water's surface. The overall scene is dramatic and emphasizes athletic performance.

Being the best means **striving for more.**

We can use technology to achieve goals,
to disrupt complacency, and to **fuel passion.**





The dream that makes the world
a better place is also what makes your
company **best-run.**



Social responsibility is in our DNA
So we can infuse it into the world's DNA.

A landscape photograph featuring several large, white, three-bladed wind turbines situated on a mountain ridge. The scene is captured during sunset or sunrise, with a warm, golden light illuminating the sky and the turbines. The sky is filled with soft, colorful clouds in shades of blue, purple, and orange. The foreground shows a lush green hillside with dense vegetation. In the background, more mountain ranges are visible under a hazy sky. The overall mood is serene and emphasizes sustainable energy.

It's business with a purpose.



In 1972, a group of colleagues
got together with an **idea.**



That idea became the world's most powerful business software.

378,000+
Customers

88,500+
Employees

17,300+
Partners

25
Industries

€23.5B
Revenue
in 2017

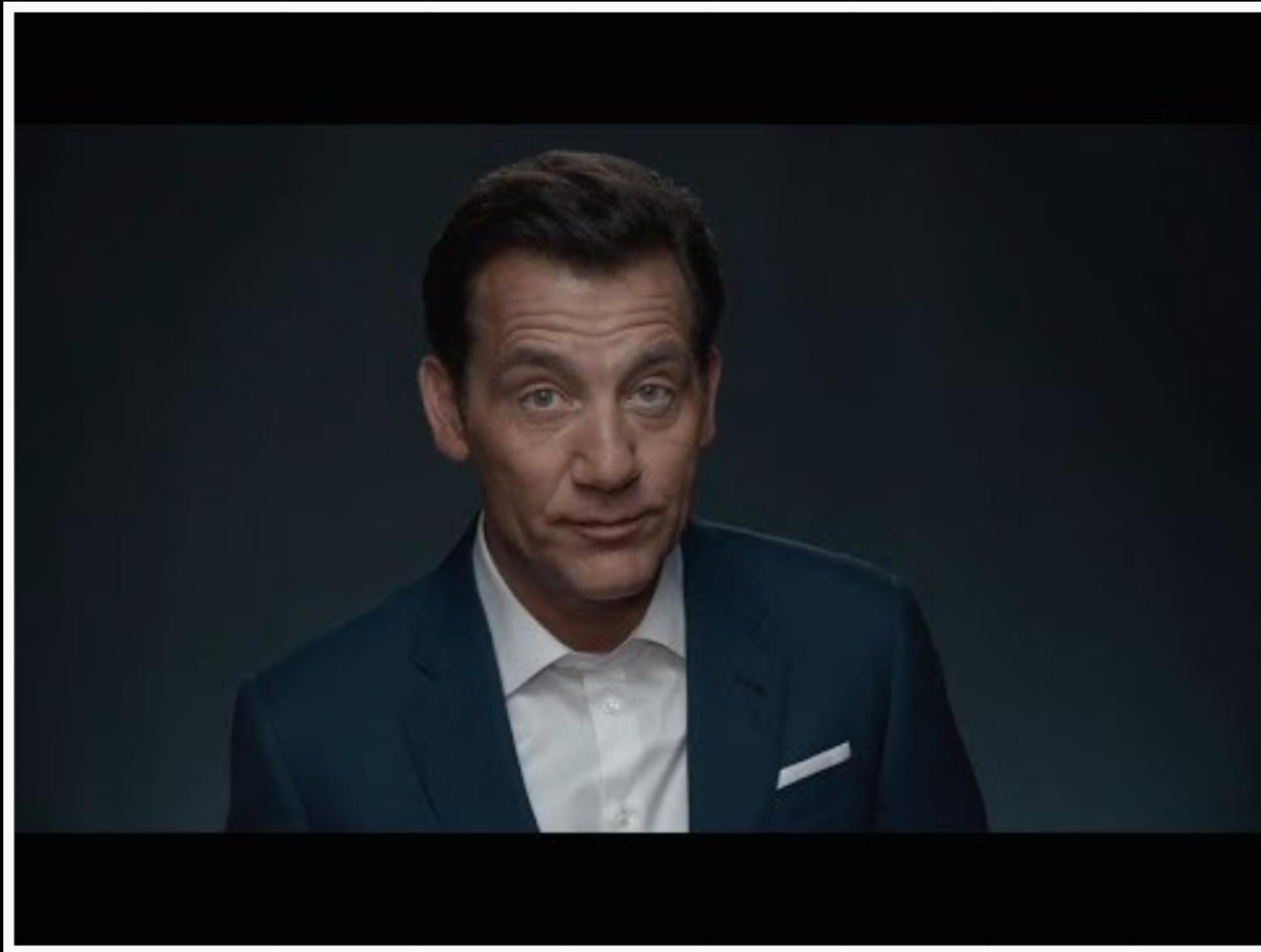
92%
of the Forbes
Global 2000
are SAP
Customers

#28
of Fortune's
2017 top 100
places to work

180+
Countries

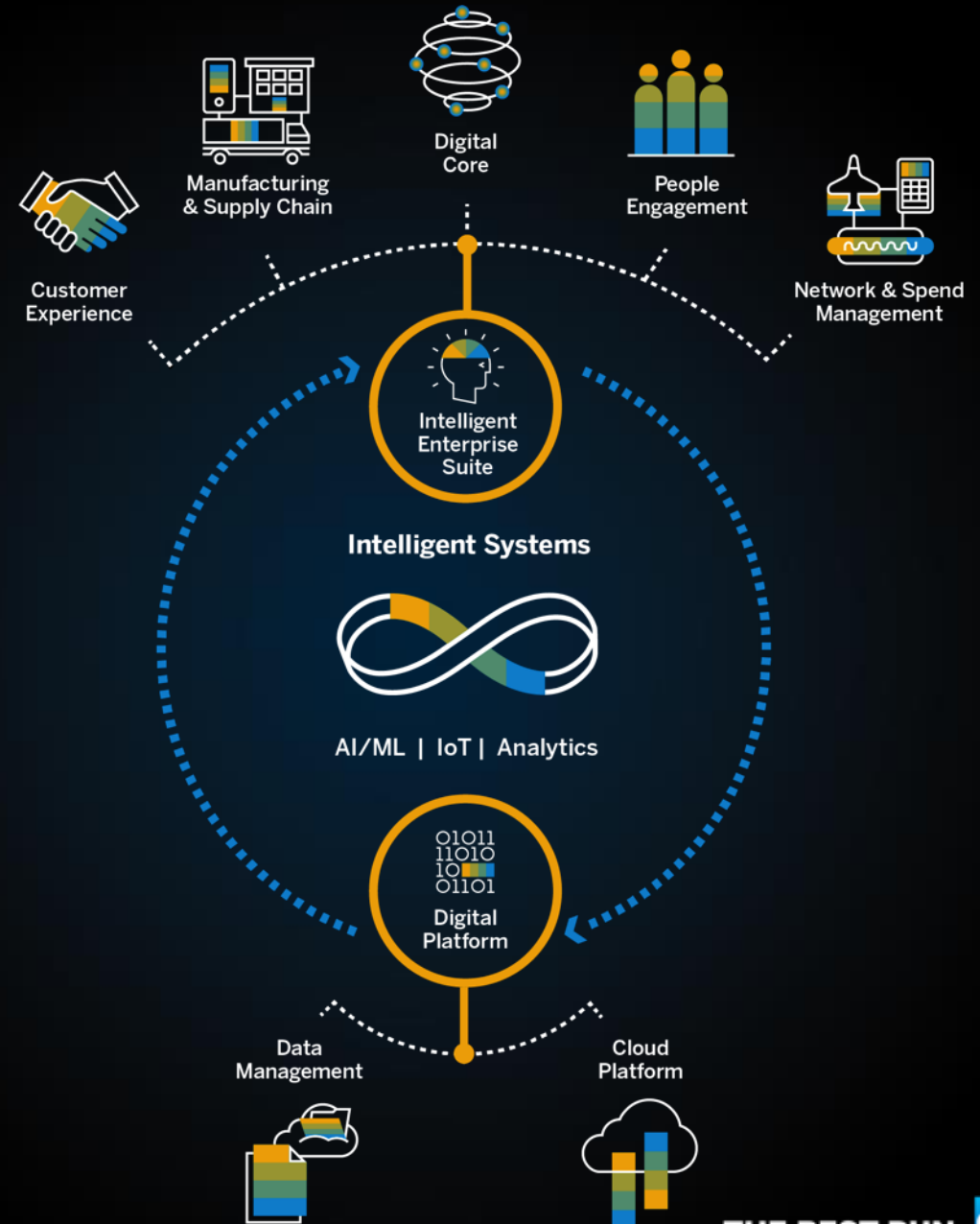


Businesses are **complex.**
Running them shouldn't be.



The Best Run SAP

Intelligence will reinvent industries and **change** business forever



An aerial photograph of a city skyline at sunset. The sun is low on the horizon, creating a bright orange and yellow glow that illuminates the scene. The city is densely packed with skyscrapers and buildings. A large body of water, likely a bay or harbor, is visible in the foreground, with several boats and ships. The sky is a mix of blue and orange, with some clouds. The overall mood is serene and inspiring.

What do you want to do?

How can you make a difference?

For example...

A [Mayo Clinic] staff member, when asked what her job was by a visiting media crew, responded

“I save lives.”

This particular employee was not a doctor or researcher, but instead, a custodian.

Such clarity of purpose helps **all 56,000 employees at Mayo Clinic find meaning in their work** and understand their true value to the organization.

Dr. John Noseworthy
President & CEO, Mayo Clinic

[Mayo Clinic Website](#)

MAYO
CLINIC



The Business Case





Profit and Purpose.
A win-win for the world.

A purpose-driven culture drives business performance

+6%

increase in share price

[Project ROI Report, 2015 & EY, 2015](#)

+20%

increase in sales

[EY Winning with Purpose Report 2016](#)

10X

S&P outperformance
by purpose-led
companies between
1996 and 2011

[Harvard Business Review and Ernst & Young, 2015](#)

A purpose-driven culture is more meaningful for employees

+1.4X

increase in employee
engagement and
retention

[Project ROI Report, 2015 & EY, 2015](#)

5.3X

of millennials are more
likely to stay at a
company with
a strong connection to
their employer's purpose

[PwC, Putting Purpose to Work, 2016](#)

89%

of executives
surveyed said a strong
sense of collective
purpose drives
employees'
satisfaction

[HBR & EY, The Business Case for Purpose](#)

A purpose-driven culture builds customer preference

87%

of Americans will purchase a product because the company advocates for an issue they care about

[2017 Cone Communications CSR Study](#)

70%

believe companies have an obligation to take actions to improve issues not relevant to everyday business operations

[2017 Cone Communications CSR Study](#)

9 out of **10**

would switch brands to one associated with a good cause

[HBR & EY, The Business Case for Purpose](#)

Your Turn...

What do you do to build relationships beyond a transaction?

- 1. Where does the world need help and you can make a difference?**
- 2. What are you good at beyond the products and services provided?**
- 3. What is your organization most passionate about?**

Source: Mike Leiser, Chief Strategy Officer, Prophet

The best-run businesses
make the world run better.



“ Having a higher purpose has to touch both the customer and your people because you are playing for stakes beyond money. ”

Bill McDermott, CEO



A few resources:

- Simon Sinek – Book “Start with Why” and TEDTalk “[How great leaders inspire action](#)”
- Mark Bonchek, ShiftThinking – www.shift.to
- Marketing Dive –
 - <https://www.marketingdive.com/news/how-marketers-can-find-and-convey-true-brand-purpose/521960/>
 - <https://www.marketingdive.com/news/study-brands-with-a-purpose-grow-2x-faster-than-others/521693/>
- Branding Strategy Insider -- <https://www.brandingstrategyinsider.com/2018/04/how-purpose-driven-stories-propel-brands.html#.WuNdhMgvy70>
- Radley Yeldar “Fit for Purpose” index of top 100 brands - http://www.rypurpose.com/media/1044/fit_for_purpose_2018_report.pdf

Thank you.

Contact information:

Sarah Dziuk
Sr. Director, Global Marketing
SAP

Sarah.dziuk@sap.com

LinkedIn: [sdziuk](#)

Twitter: [@sarahdziuk](#)



THE BEST RUN

