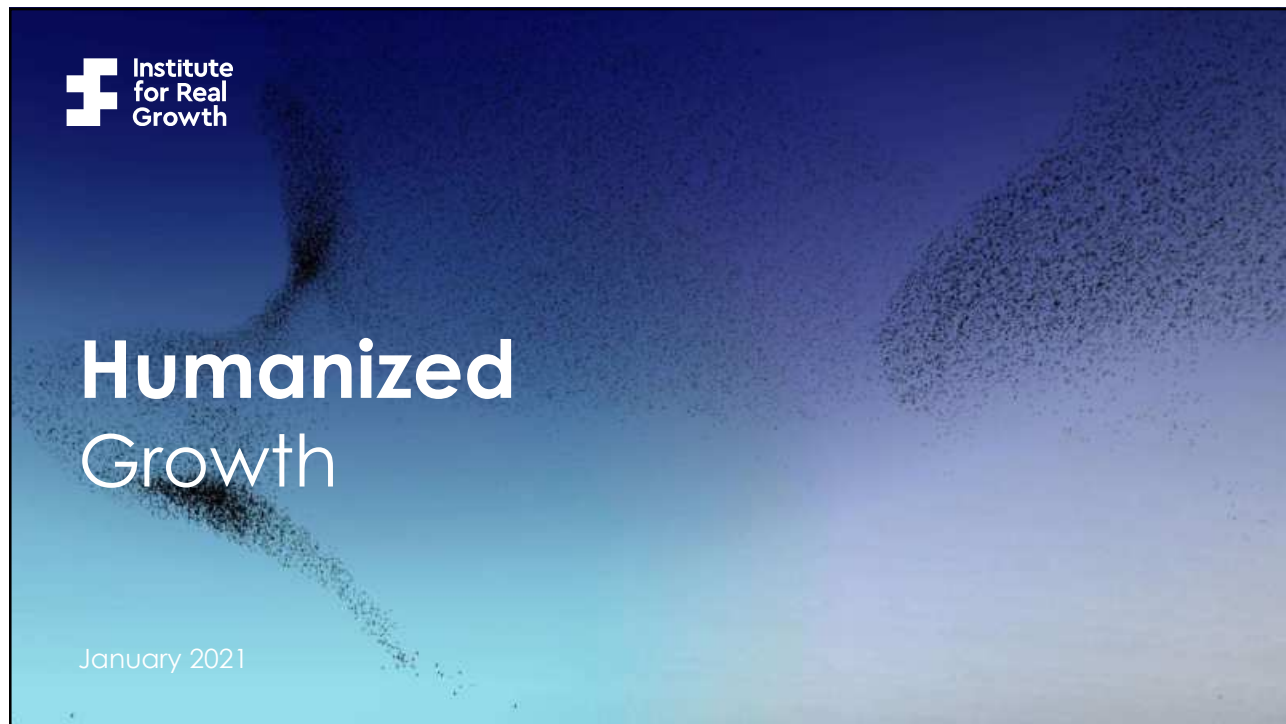
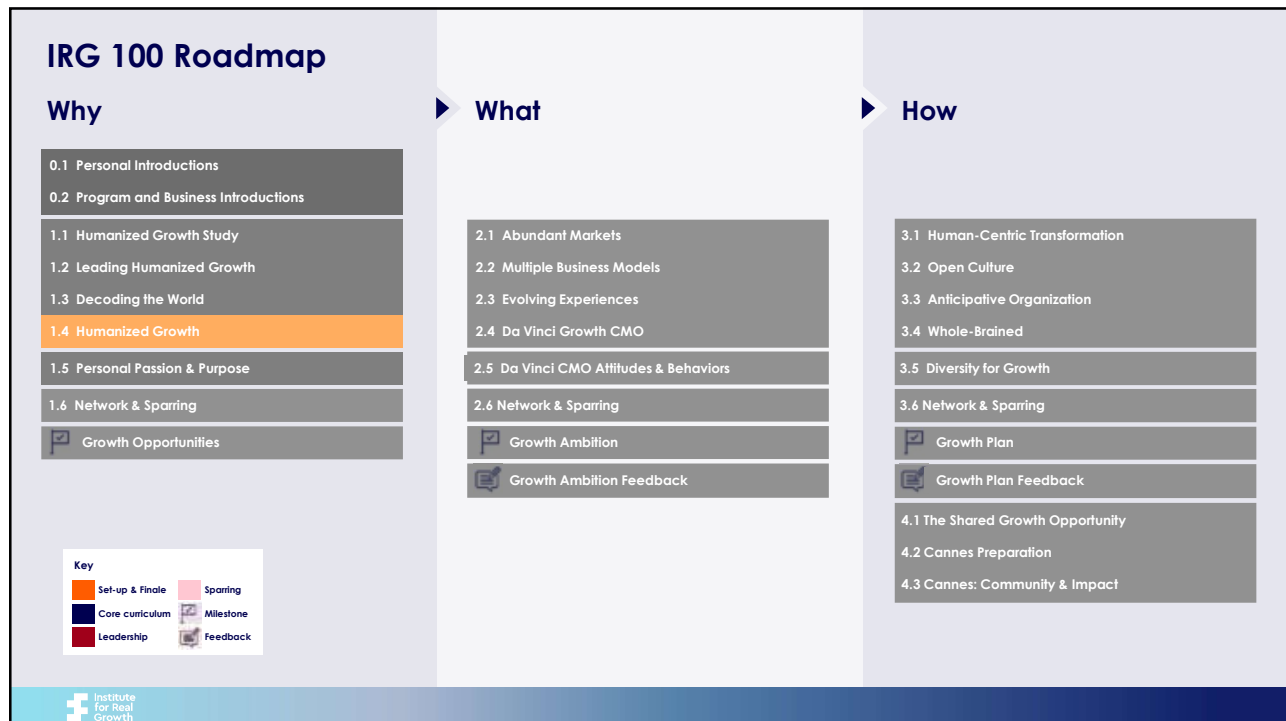




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Today's Agenda

- 10'** Introduction
- 20'** Personal connect
- 15'** Humanized Growth
- 40'** Break out & Plenary
- 05'** Next steps & Close

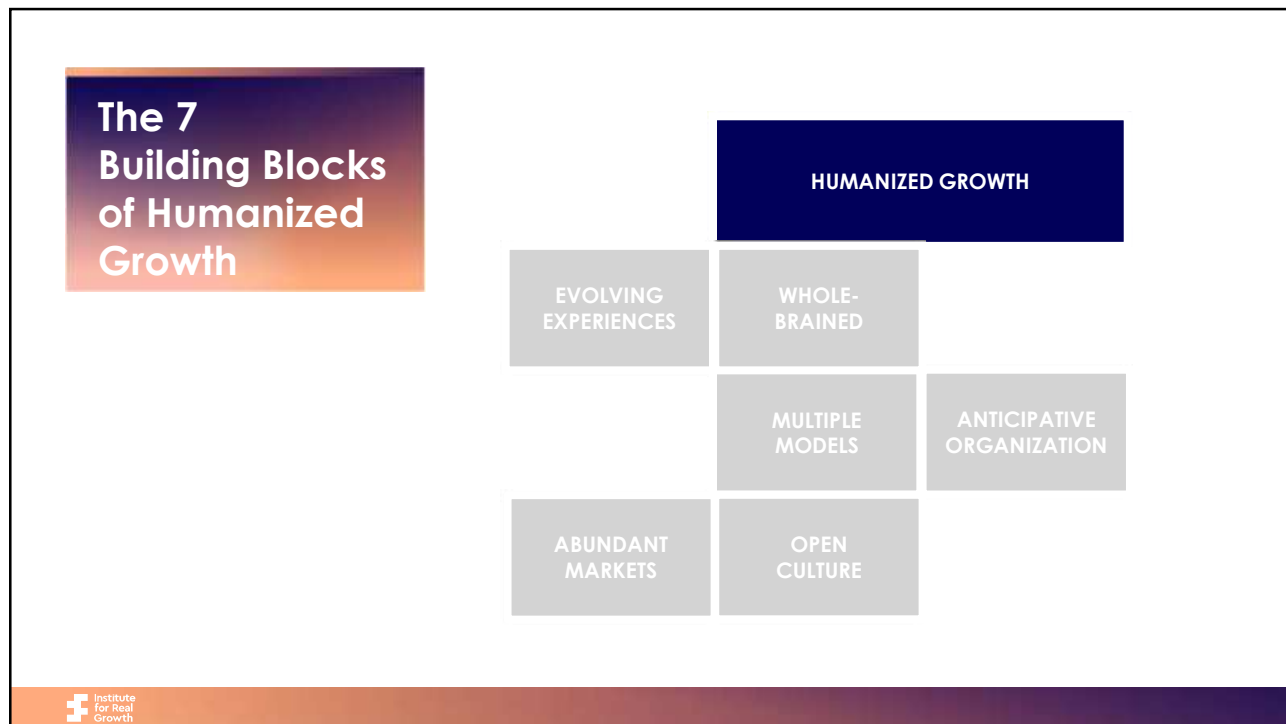


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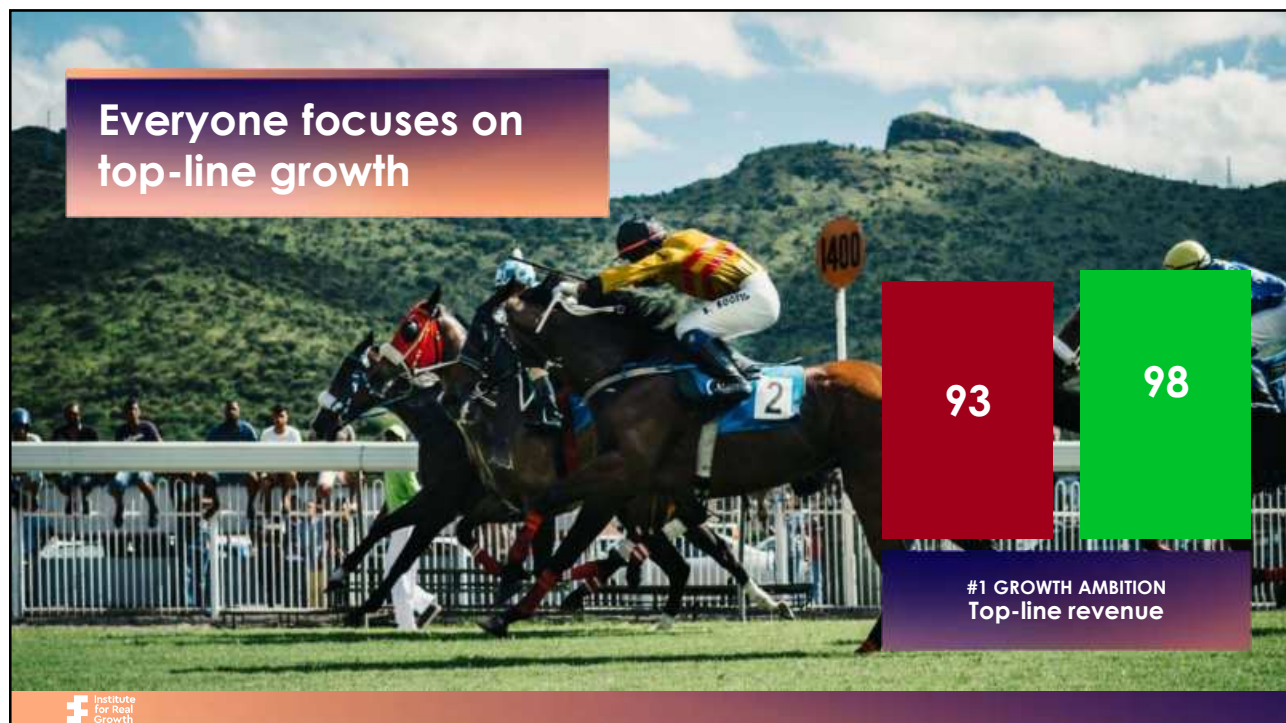
Poll Results

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
I consider myself competent in assessing and understanding market trends and developments	02%	07%	07%	72%	12%
Marketing plays a leading role in helping our organization understand the world around us	00%	02%	07%	40%	51%
Our organization has an equal understanding of the needs of all major stakeholders – colleagues, consumers, communities and capital markets	00%	33%	26%	39%	02%

4



5



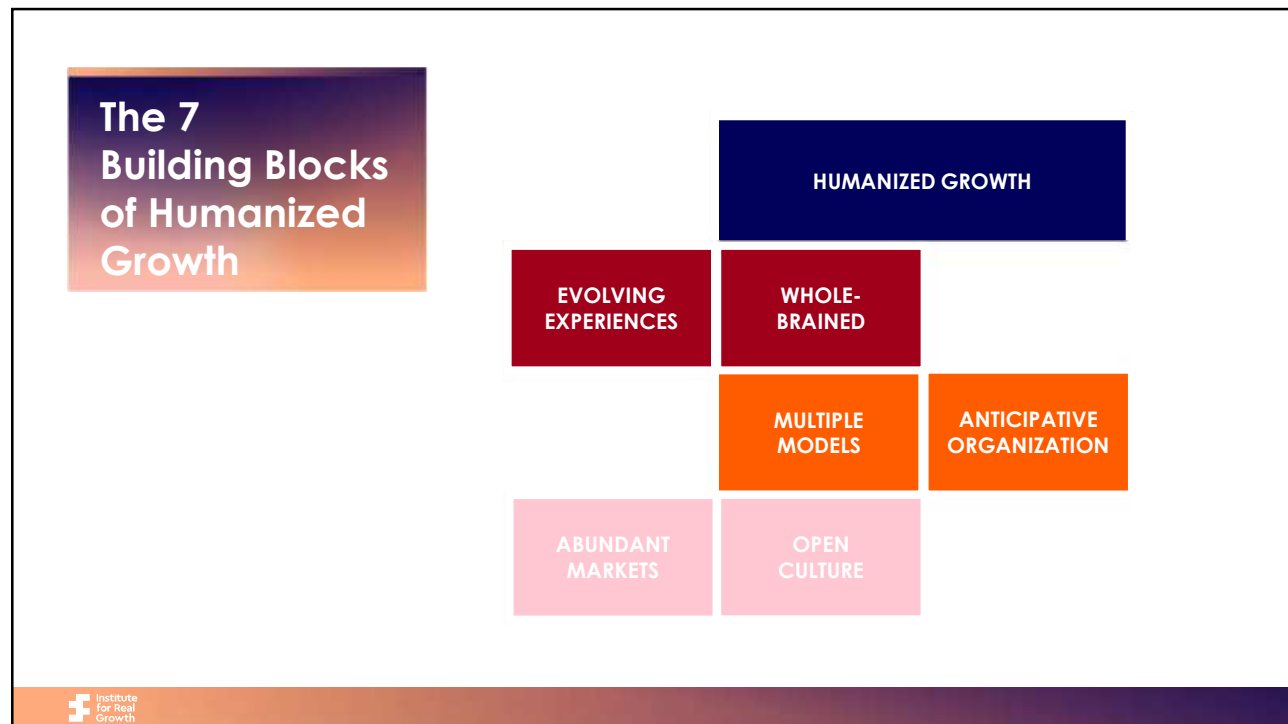
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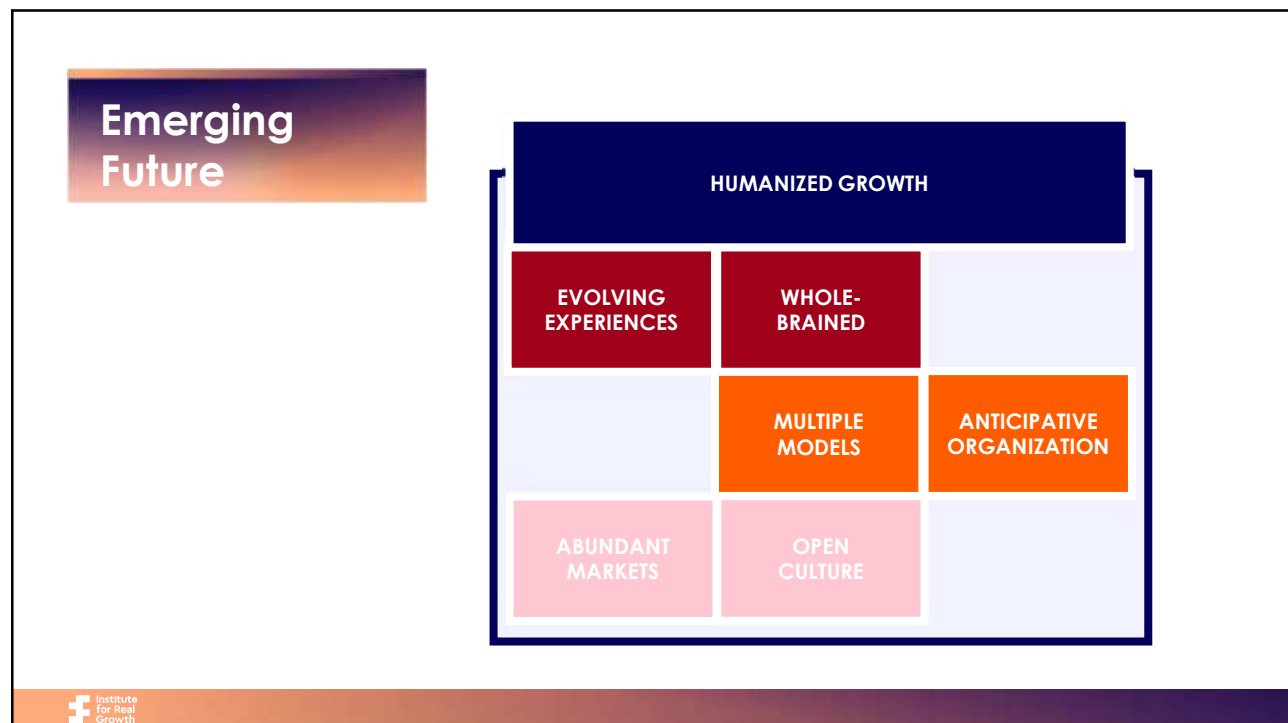
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10



11



12

Making a

Your Partner Experience

Colleague Experience

HANDCRAFTED JUST FOR PARTNERS,
here are some of the investments we're making in you.

Express Yourself
Starts October 20

Dress

- New, updated dress code created from **your** feedback
- More choices & more opportunity to express your individuality

Nosh at no cost
January, 2015

Food

- Enjoy one free food item each day that you work -- your choice
- Try something new or delight in your usual favorites

Let's Talk About You
January, 2015

You

- More individual time with your manager
- Sit down twice a year for half an hour with your manager, where the only topic is your development and performance
- Deeper conversations about your aspirations
- No more performance ratings for baristas and shift supervisors
- More time to lead your business

Did You Say Pay?

Pay

- We are increasing barista & shift supervisor start rates
- All baristas and shift supervisors will

JEWELRY
Food safety rules, no real

There are food safety rules we have to live by. Here's the thing - wearing a ring is okay if it's a plain band, no st

Unfortunately, no watches, bracelets or wristbands allowed. Simple necklaces can be worn under your s

It's all about that APRONS.
First in - PRESS - in.

It's known for the green apron, so keep it looking this means no holes, tears or stains and starting life clean and wrinkle-free. When you're working, it's full length, not folded in half. When you're on break or taking out the trash, take it off.

PIERCINGS.
Less is more.

When it comes to earrings, it's small or moderately sized and no more than two per ear. Yes to ear

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Colleague Experience

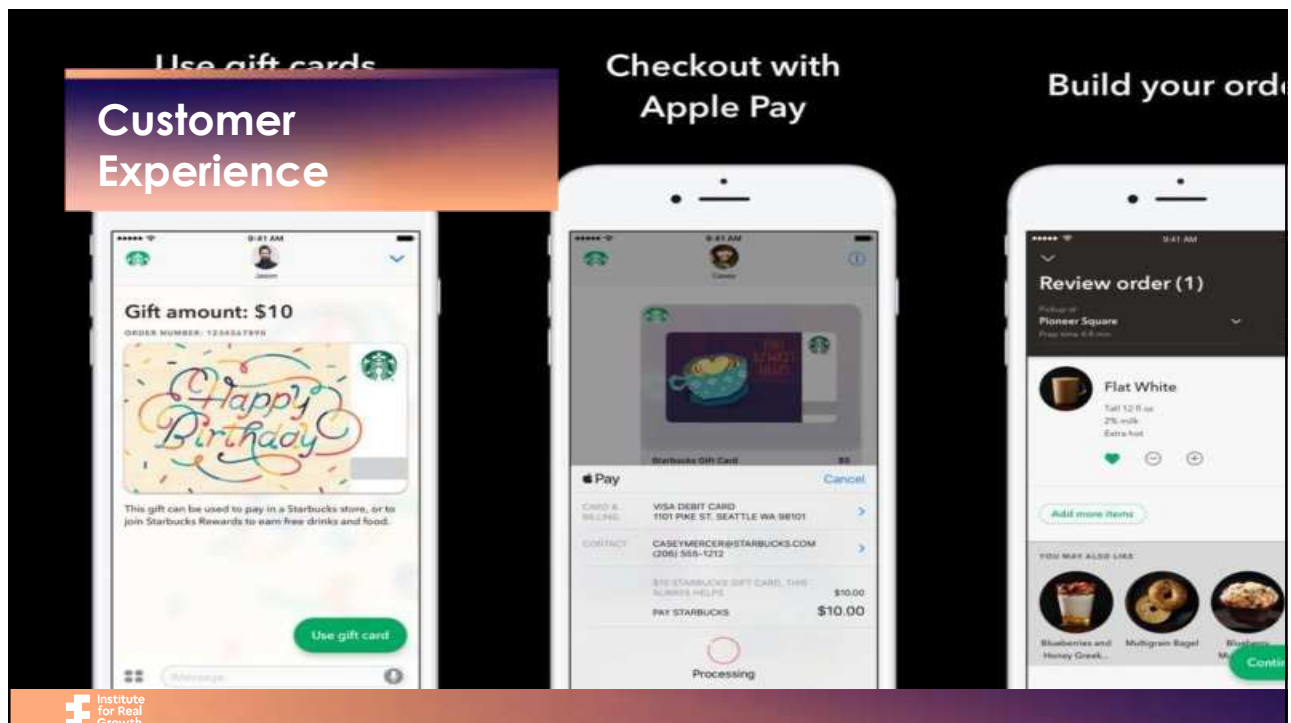
THANKS LATTE!

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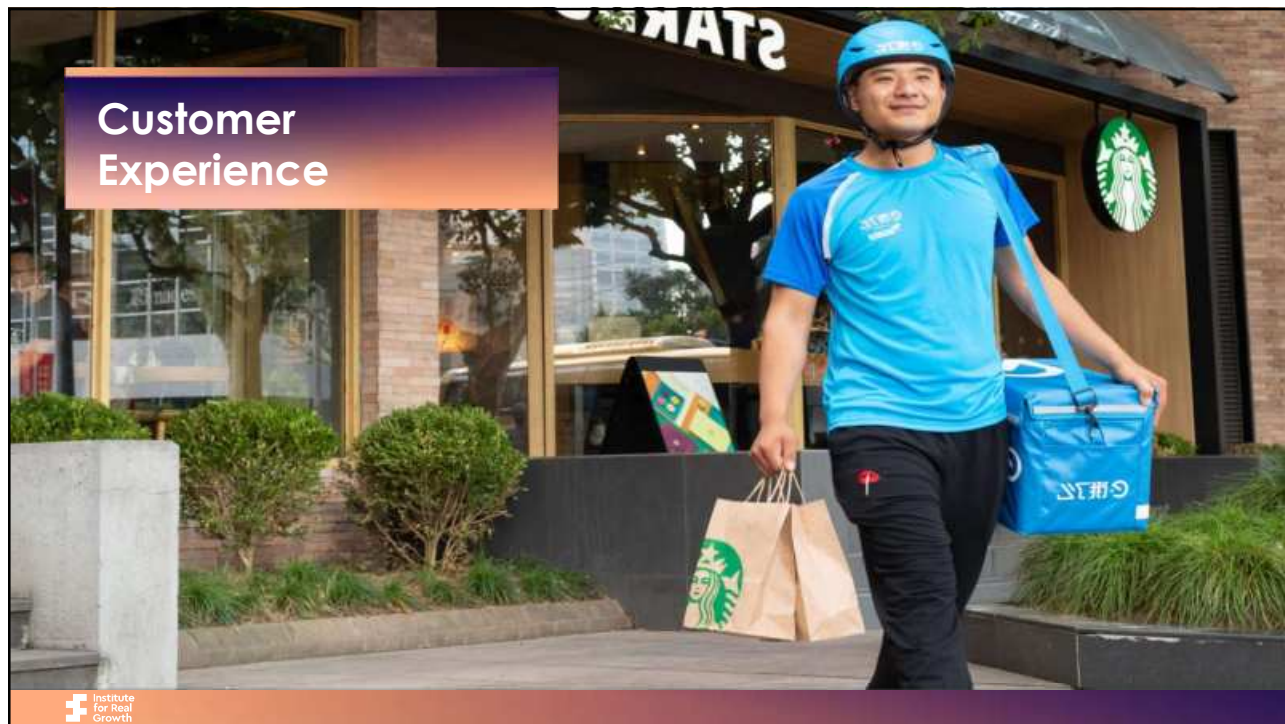
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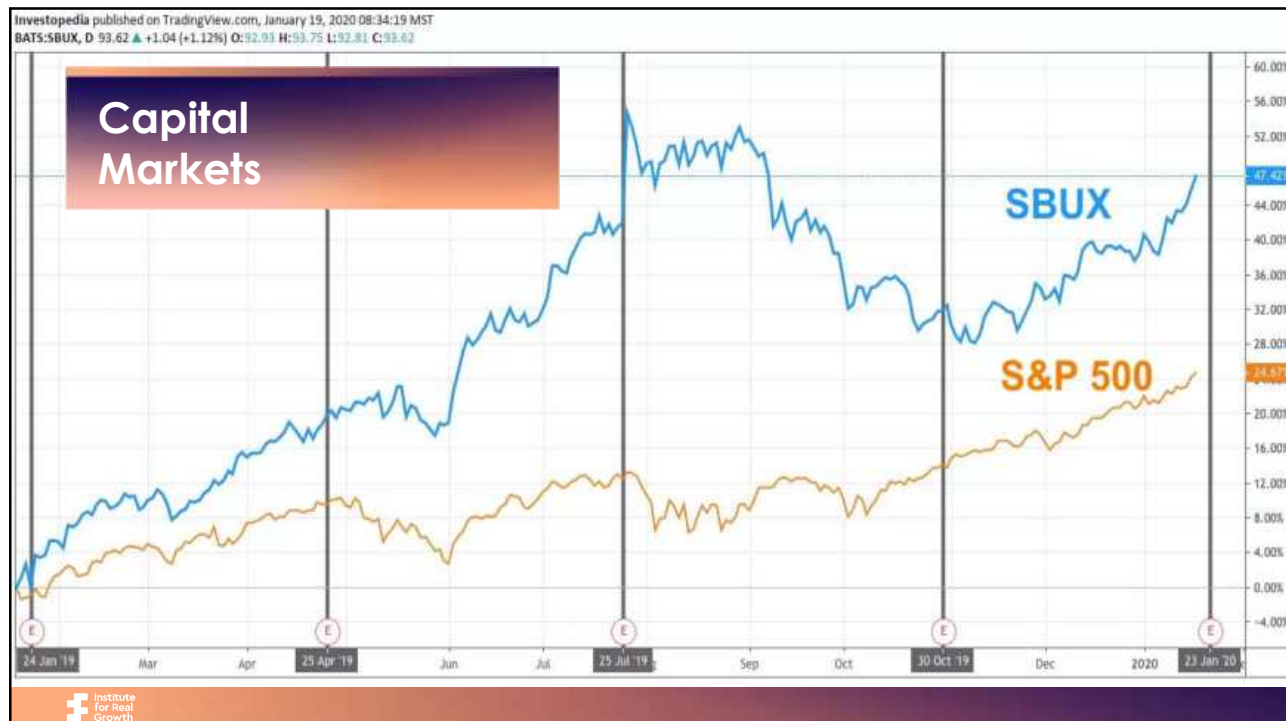
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18



19



20



Personal connect

Take 5 minutes each to introduce yourself & share how involved **you** are in value creation for each of the 4 C stakeholders?

 **15 min**

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Dulux
let's colour

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Belief-based market definition



From: Selling cans of paint

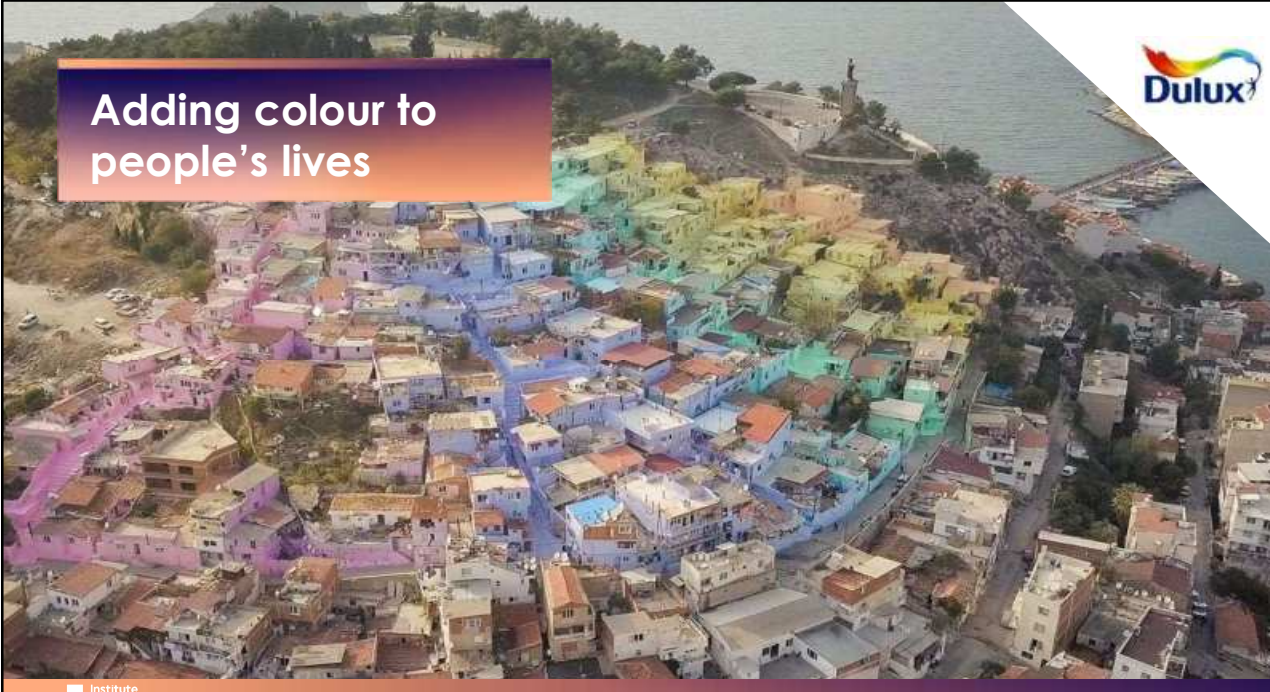
To: Selling tins of optimism



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Adding colour to people's lives




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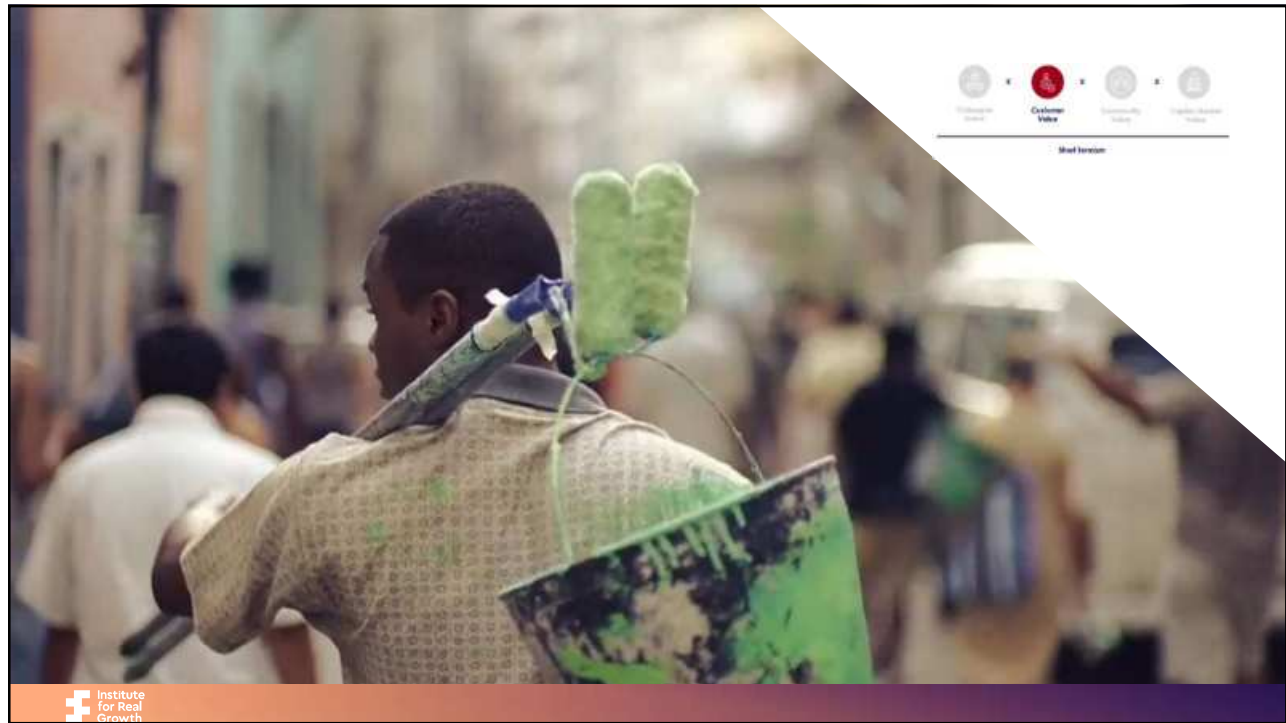
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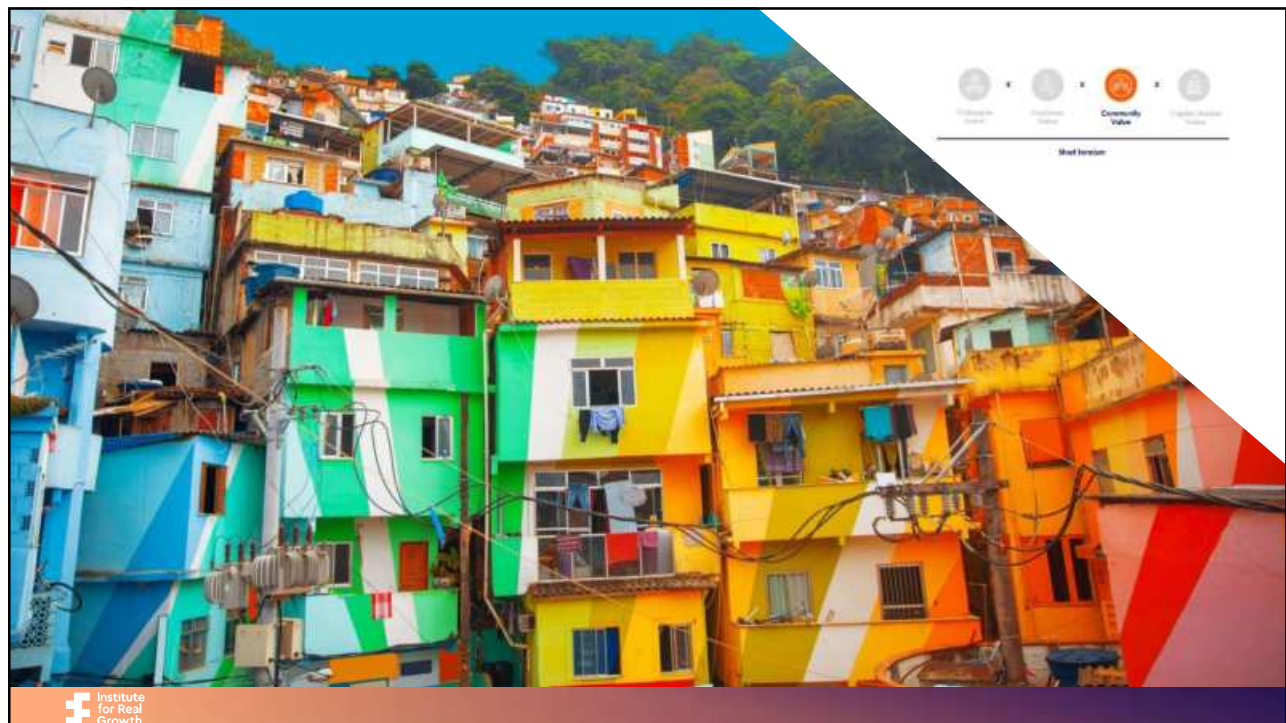
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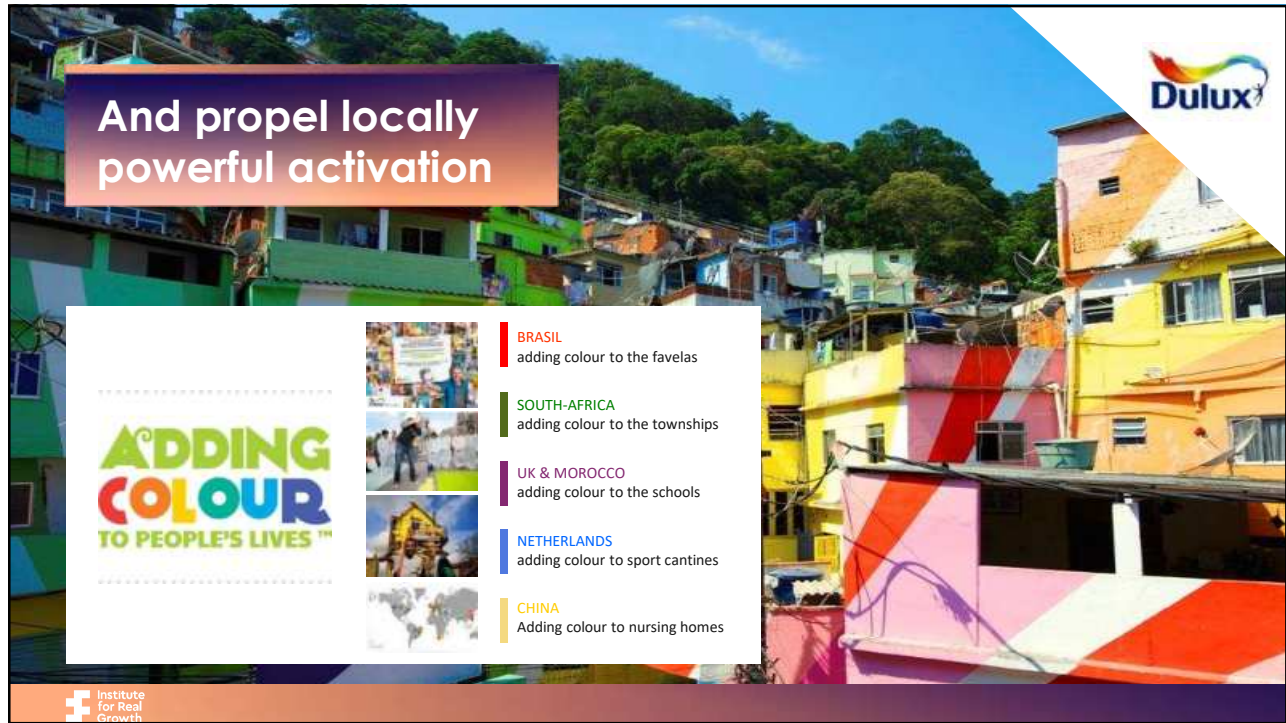


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And propel locally powerful activation



ADDING COLOUR TO PEOPLE'S LIVES™

- BRASIL**
adding colour to the favelas
- SOUTH-AFRICA**
adding colour to the townships
- UK & MOROCCO**
adding colour to the schools
- NETHERLANDS**
adding colour to sport cantines
- CHINA**
Adding colour to nursing homes

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A true North Star

Clear and compelling benefits

Functional

Emotional

Societal

Consistent total experience across touch points

Pack

PR

In-Store

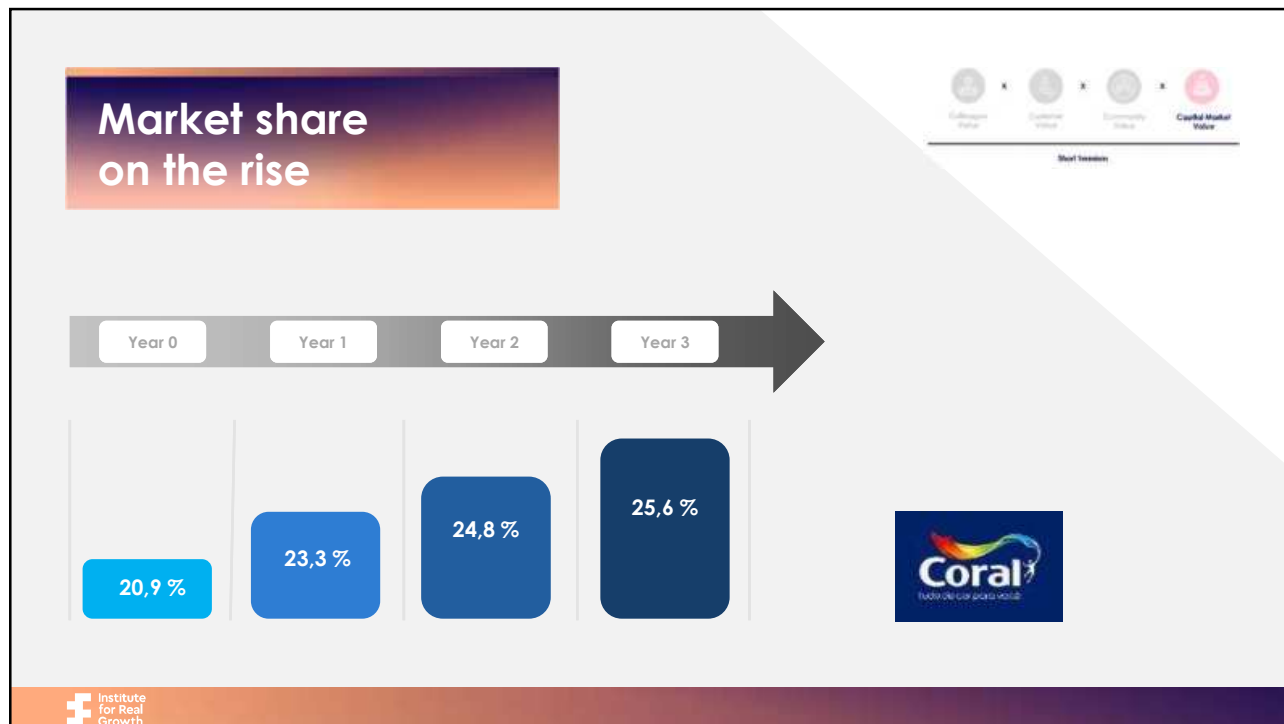
Events

Digital

Social Media

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Exercise

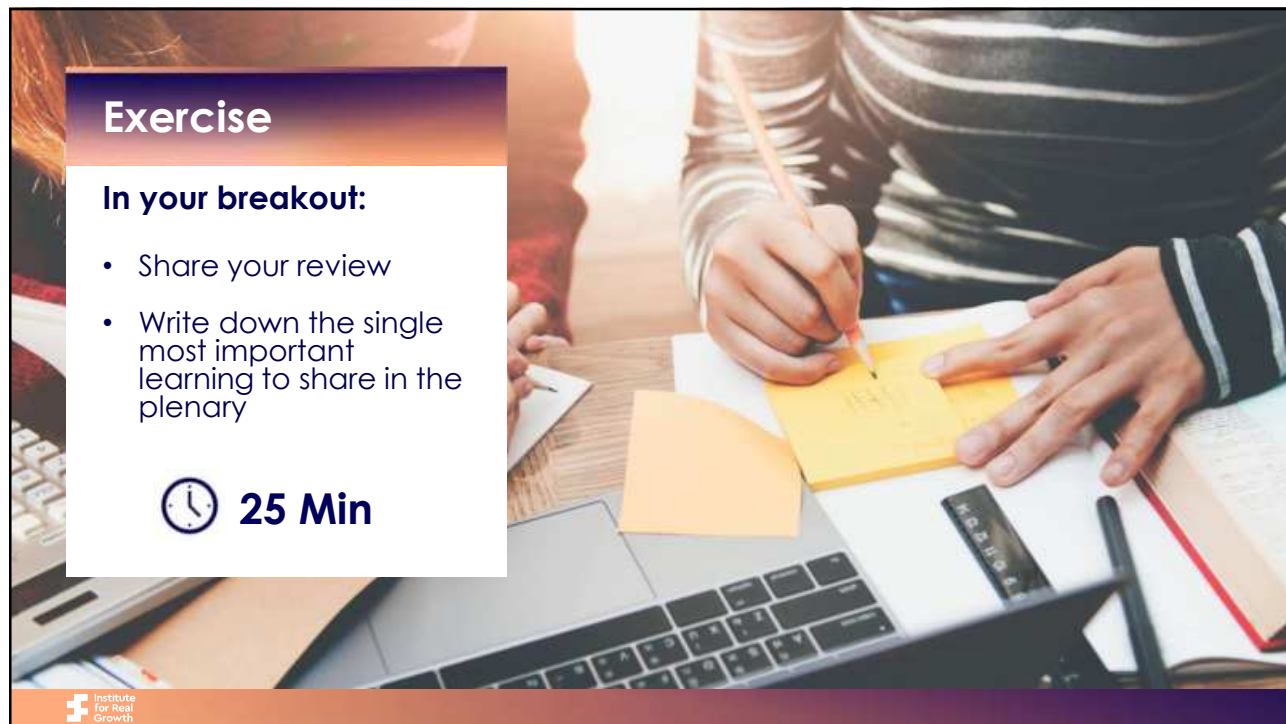
Individually write down:

- Does **your company** have a clear strategy for value creation for all stakeholders?
- Are the strategies coherent?
- Are they long- term?

05 min

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Exercise

In your breakout:

- Share your review
- Write down the single most important learning to share in the plenary

 **25 Min**

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Exercise

Plenary

Share most important learning

 **10 min**

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The “business plan for the planet”

SUSTAINABLE DEVELOPMENT GOALS



35

Plenty of work to be done...



36



SDG's In practice

37

50+ Real World Examples of Private Sector SDG Leadership

BY DAVE KLAR
March 25, 2019
Announcing the winners of the inaugural Global SDG Awards

The UN's Sustainable Development Goals (SDGs) have quickly become a common language as sustainability leadership in the private sector has evolved from sustainability reporting to targeted responsible action. The Global SDG Awards – a not-for-profit organization developed to increase private sector SDG engagement – rewards the businesses that are inspiring and influencing real,

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40



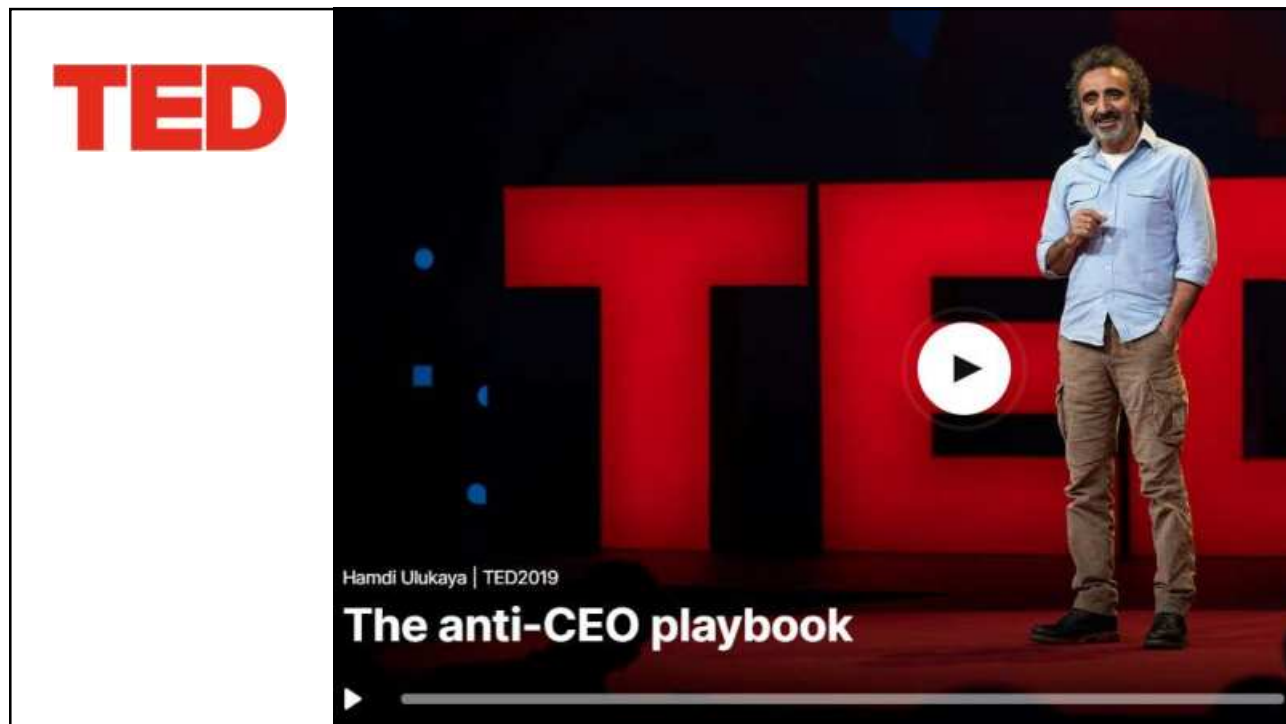
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Reflection

Reflect on the Growth Tensions:

- What are key take-outs?
- What do you need to action?

42



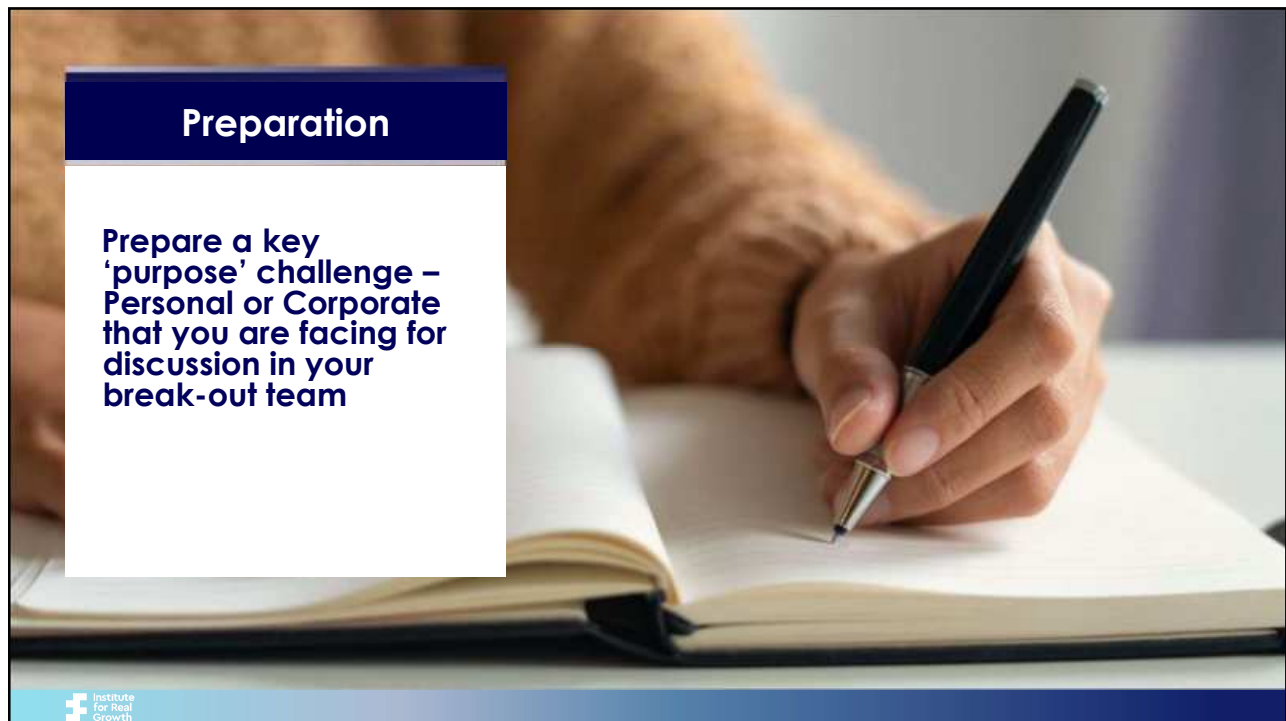
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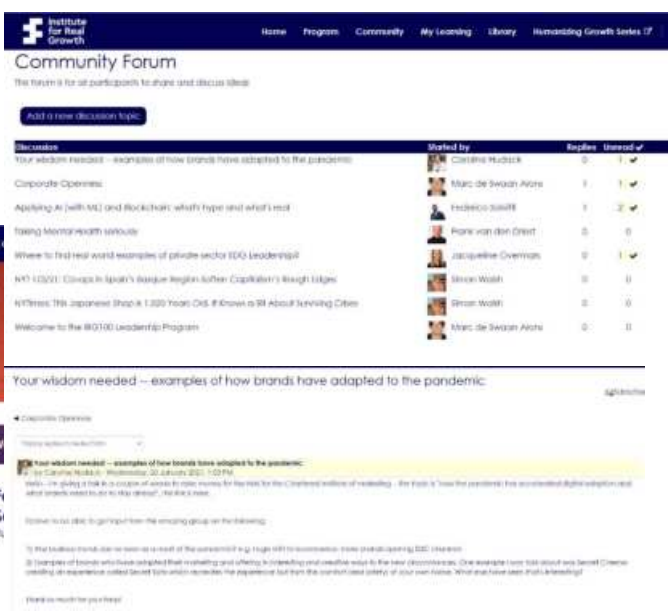


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Lucas Perraudin

Head of AR / VR Sales

Friday January 29
9 AM EDT | 2 PM BST | 10 PM CST

FACEBOOK

Hosted by IRG Founder **Frank van den Driest**

48



Alex Weller & Evelyn Doyle

Friday February 12
9 AM EDT | 2 PM BST | 10 PM CST

patagonia®

Hosted by IRG Founder **Frank van den Driest**

49



Charlotte Petri Gornitzka
Assistant Secretary General

Friday February 26
9 AM EDT | 2 PM BST | 10 PM CST

unicef 

Hosted by IRG Founder **Marc de Swaan Arons**

50



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