

Personal Passion and Purpose

January 2021

IRG 100 Roadmap

Why

0.1 Personal Introductions

0.2 Program and business introcutions

1.1 Humanized Growth Study

1.2 Leading Humanized Growth

1.3 Decoding the World

1.4 Humanizing Growth

1.5 Personal Passion & Purpose

1.6 Network & Sparring

 Growth Benchmark

Key

- | | |
|---|---|
|  Set-up & Finale |  Sparring |
|  Core cirriculum |  Milestone |
|  Leadership |  Feedback |

What

2.1 Abundant Markets

2.2 Multiple Business Models

2.3 Evolving Experiences

2.4 Da Vinci Growth CMO

2.5 Da Vinci CMO Attitudes & behaviours

2.6 Network & Sparring

 Growth Ambition

 Growth Ambition Feedback

How

3.1 Human-Centric Transformation

3.2 Open Culture

3.3 Anticipative Organisation

3.4 Whole-Brained

3.5 Diversity for Growth

3.6 Network & Sparring

 Growth Plan

 Growth Plan Feedback

4.1 The shared growth opportunity

4.2 Cannes preparation

4.3 Cannes: community & impact

Today's Agenda

- 05'** Introduction
- 10'** Visualization
- 45'** Exploring your values
- 30'** Revisiting your purpose
- 25'** Confirming alignment with your organization's values
- 05'** Close

Poll Results

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
In strategic decision making I make a conscious effort to balance the needs of each of our stakeholder groups (colleagues, customers, communities and shareholders)	02%	17%	11%	50%	20%
Our organization's leadership has a sufficient understanding of the needs of each of our stakeholders	02%	20%	25%	43%	10%
Our organization's growth strategy sufficiently addresses the needs of all our stakeholder	02%	32%	25%	38%	03%

Dave Blackshaw



Values & Behaviors



Exercis

Individual values sorting



25 min

Important

More Important

Most Important

Achievement **Authenticity** **Friendship** **Health**

Commitment **Gratitude** **Balance** **Learning**

Family **Independence** **Fairness**

Faith **Happiness** **Excellence** **Humour**

Service to others **Integrity** **Courage** **Harmony**

Humility **Justice** **Winning** **Loyalty**

Kindness **Responsibility** **Adventure**

Impact **Power** **Variety**

Security

Define what each of your top 3 values means to you

Value #1:

Value #2:

Value #3:

Exercis

Pair share



20 min

Personal Purpose



Ikigai – considering your purpose through four lenses



Exercis

Pair share



20 min

Reflection

Individual reflection



05 min

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Preparation

Prepare a key 'purpose' challenge – Personal or Corporate that you are facing for discussion in your break-out team

IRG Community Forum



Home Program **Community** My Learning Library Humanizing Growth Series

Community Forum

This forum is for all participants to share and discuss ideas

[Add a new discussion topic](#)

Discussion	started by	Replies	Unread
Your wisdom needed -- examples of how brands have adapted to the pandemic	 Caroline Hudack	0	1
Corporate Openness	 Marc de Swaan Arons	1	1
Applying AI (with ML) and Blockchain: what's hype and what's real	 Federico Salvitti	1	2
Taking Mental Health seriously	 Frank van den Driest	0	0
Where to find real world examples of private sector SDG Leadership?	 Jacqueline Overmars	0	1
NYT 1/3/21: Co-ops in Spain's Basque Region Soften Capitalism's Rough Edges	 Simon Walsh	0	0
NYTimes: This Japanese Shop Is 1,020 Years Old. It Knows a Bit About Surviving Crises	 Simon Walsh	0	0
Welcome to the IRG100 Leadership Program	 Marc de Swaan Arons	0	0

Your wisdom needed -- examples of how brands have adapted to the pandemic

Corporate Openness

Display replies in nested form

 **Your wisdom needed -- examples of how brands have adapted to the pandemic**
by Caroline Hudack - Wednesday, 20 January 2021, 1:03 PM
Hello - I'm giving a talk in a couple of weeks to raise money for the NHS for the Chartered Institute of marketing - the topic is "How the pandemic has accelerated digital adoption and what brands need to do to stay ahead". The link is here.

I'd love to be able to get input from this amazing group on the following:

1) Any business trends you've seen as a result of the pandemic? e.g. huge shift to ecommerce, more brands opening D2C channels
2) Examples of brands who have adapted their marketing and offering in interesting and creative ways to the new circumstances. One example I was told about was Secret Cinema creating an experience called Secret Sofa which recreates the experience but from the comfort (and safety) of your own home. What else have seen that's interesting?

Thank so much for your help!

Living Your True Purpose

Eckhart Tolle



The Privilege of Leadership

Bob Chapman



Gijs Pothof



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**

Charlotte Petri Gornitzka

Assistant Secretary General



Friday February 26

9 AM EDT | 2 PM BST | 10 PM CST



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

See you next week!