

IRG Open #1

Taking responsibility in
driving Humanized Growth

Agenda / 1 hour

05' IRG Update

10' The latest on Humanized Growth

10' A briefing from Angela Ahrendts

20' Break Out - How to take responsibility?

10' Plenary debrief

5' Closing

IRG Purpose

We help CMOs and other growth leaders
drive more humanized growth by connecting them to
peers, experts and best practices



2022 IRG100 Participants



Alice Fournier
WD-40
Chief Digital Officer

[Find out more](#)



Alison Keith
COTY Inc
VP Global Digital & Media

[Find out more](#)



Amanda Klemm
Colgate-Palmolive
Worldwide Director Oralcare

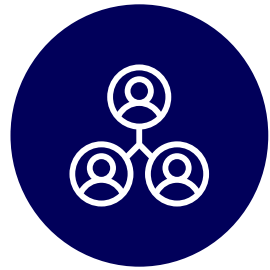
[Find out more](#)



Amanda Richards
MyPura.Com Ltd
CMO

[Find out more](#)

Humanized Growth Value Equation



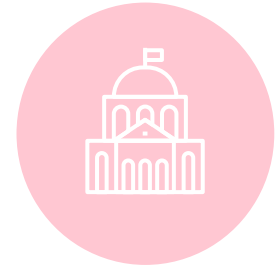
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**Colleague
Value**

**Customer
Value**

**Community
Value**

Capital Market Value

Short Termism

IRG Update

Plaatje nieuwe platform

Plaatje Ikigai

Plaatje Community calendar

Plaatje De nieuwe 100

IRG Update

The latest and greatest

IRG Update

Plaatje nieuwe platform

Ikigai

Community calendar

De nieuwe 100

The latest on Humanized Growth

Stakeholderism, criticism, optimism

1. The era of stakeholder capitalism



1. The era of stakeholder capitalism



The net zero economy is arriving

Larry Fink's annual letter to CEOs

BlackRock.



Shareholder Value Is No Longer Everything, Top C.E.O.s Say

Chief executives from the Business Roundtable, including the leaders of Apple and JPMorgan Chase, argued that companies must also invest in employees and deliver value to customers.

      2159



2.

Criticism

And the ongoing debate



Colin Mayer CBE
Peter Moores Professor
of Management Studies

CAPITALISM

The Great Debate

Stakeholder **V** Shareholder

Live on Thursday 25 June at 14.00 BST
Details at: sbs.oxford.edu



Lucian A Bebchuk
James Barr Ames Professor
of Law, Economics, and Finance
Director of the Program
on Corporate Governance

The Secret Diary of a 'Sustainable Investor' — Part 1

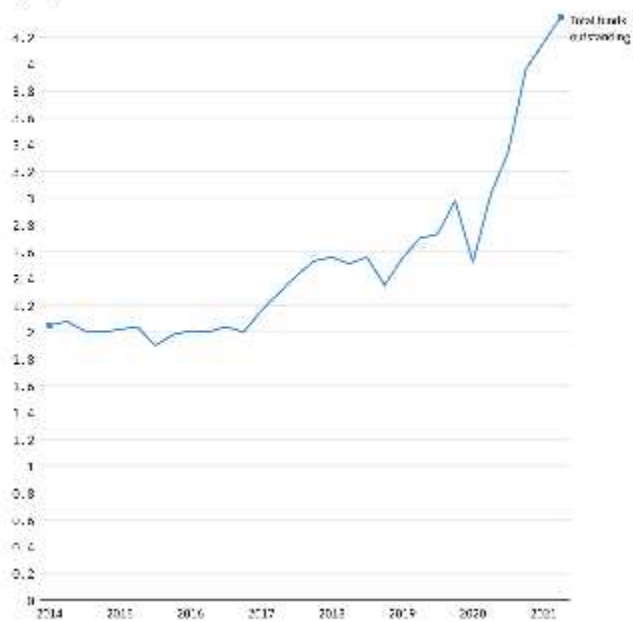
 Tariq Fancy Aug 20 · 27 min read



By Tariq Fancy

Unstoppable rise of ESG funds

Global ESG mutual funds and exchange-traded funds by asset class (\$trn)



Source: Statista, U.S. SEC

CAPITAL MONITOR



3.

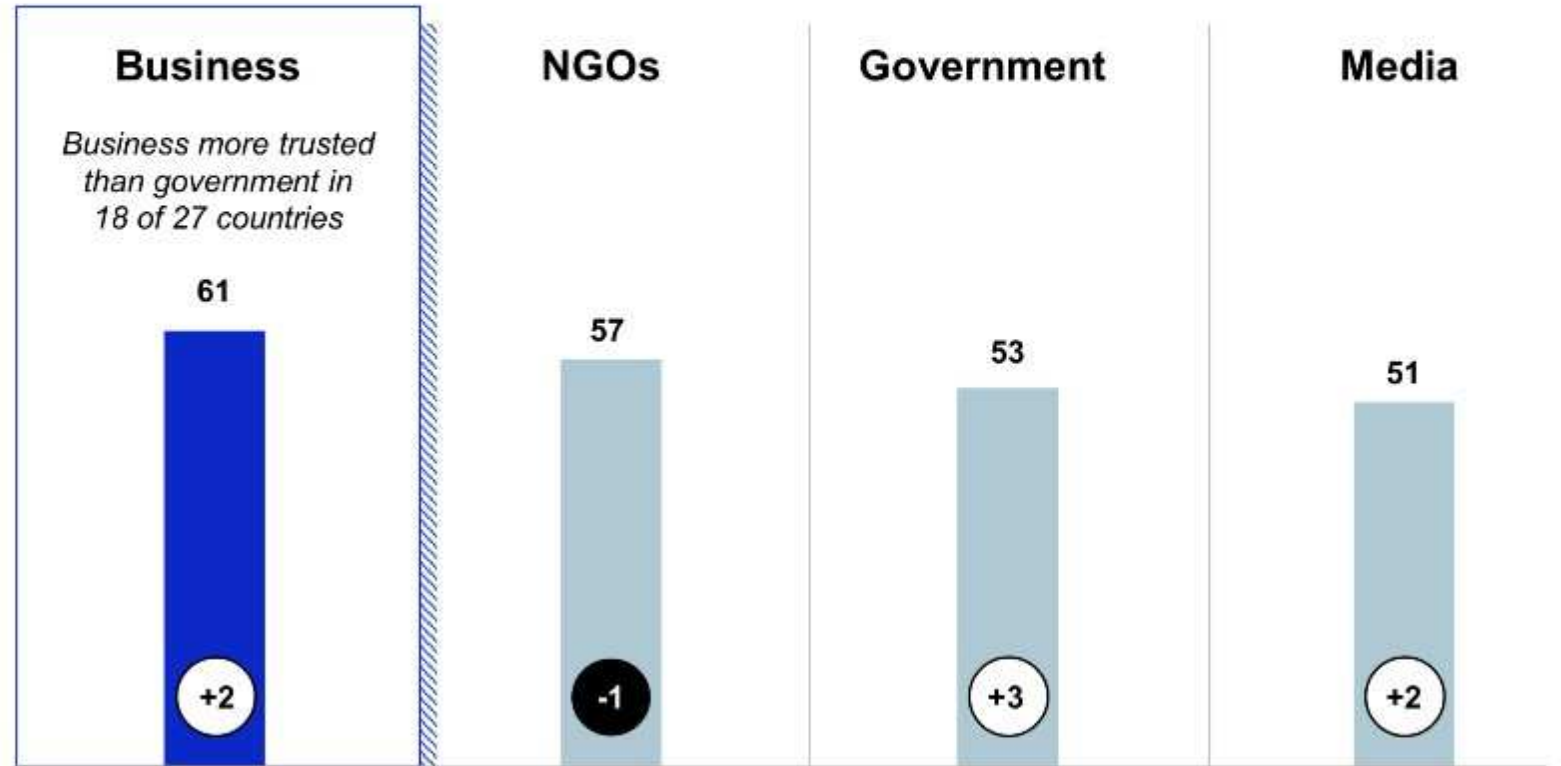
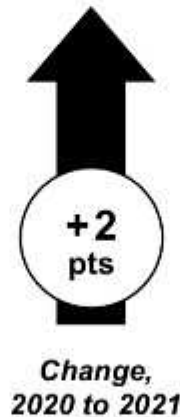
Optimism

About change



BUSINESS BECOMES ONLY TRUSTED INSTITUTION

Percent trust



2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right, 9-point scale; top 4 box, trust. General population, 27-mkt avg.

EMPLOYEES NOW MOST IMPORTANT STAKEHOLDER

Percent who ranked each group as most important to a company achieving long-term success



2021 Edelman Trust Barometer Spring Update: A World in Trauma. PPL_RNK. Please rank the following four groups of people in terms of their importance to a company achieving long-term success. Give the most important group a rank of 1 and the least important a rank of 4. Question asked of half of the sample. General population, 14-mkt avg.





31 OCT - 12 NOV 2021

GLASGOW

COP26

IN PARTNERSHIP WITH ITALY



**IS THIS WORLD BETTER
OFF BECAUSE YOUR
BUSINESS IS IN IT?**



Inspiration / briefing

From Angela Ahrendst

Angela clip 1 - your role as marketer

Angela clip 2 - ideas and initiatives

In Breakouts

- **Discuss what you do to broaden your horizon and get out of your lane (5')**
- **Discuss how you can take responsibility to drive multi stakeholder growth?**
- How do you connect and build relationships with peers?
- What initiatives are you driving

 **20 min**

In
Breakouts

**Plenary debrief:
Top 3 advice to
give to the group.**

 **5 Min**

5 min

Hakan Bulgurlu

Chief Executive Officer



Friday November 19

9 AM EDT | 2 PM BST | 10 PM CST

Arçelik

[Register here](#)

In conversation with IRG Founder **Frank van den Driest**

Brian McNamara & Tamara Rogers

CEO & CMO



Friday December 03

9 AM EDT | 2 PM GMT | 10 PM CST



GlaxoSmithKline
Consumer Healthcare

[Register here](#)

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

Andisa Ntsubane

Strategy Executive: Group Marketing,
Public Affairs and Sustainability



Friday December 17

9 AM EDT | 2 PM BST | 10 PM CST



OLDMUTUAL

[Register here](#)

In conversation with IRG Founder **Frank van den Driest**

A wide-angle photograph of a coastal city, likely Nice, France. The scene features a vibrant blue bay with several yellow buoys. A sandy beach curves along the right side of the frame, bordered by a dense line of tall palm trees. In the background, a city with colorful buildings is built into a hillside, with mountains visible in the distance under a clear sky. A semi-transparent orange and purple gradient box is overlaid on the top left, containing the text 'You are also Invited'.

You are also Invited

IRG Campus, June 19/20



Thank you