

LSE public lecture



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

How Business Can be a Force for Good

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Business Break Through
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Suggested hashtag for Twitter users: **#LSEbusiness**



MISSION

How the best
in business
break through

Liberating the heroic spirit of business.

51 of the world's top 100
economies are corporations.

Only 30 of the original FTSE 100 companies
made it to the 30th anniversary.

The most powerful companies of your lifetime are likely to be the ones you've never heard of.
In many cases they are yet to be created.

THIS IS WHY MISSION MATTERS

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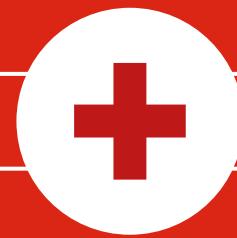
sevenHILLS



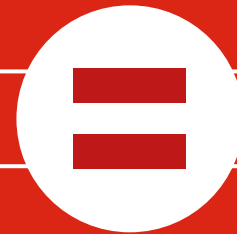
Penguin
Random
House

THE NEW FORMULA

MISSION



CAMPAIGNING



MOMENTUM

A DECADE OF CHANGE

The Aol. logo in black text on a white background.The YouTube logo, with "You" in black and "Tube" in white on a red rounded rectangle.The Uber logo, the word "UBER" in a spaced-out, black, sans-serif font.

2005

Valued at
\$20bn

Valued at
\$8bn

Raises \$12.7m
of capital

Founded

Three years
away

A DECADE OF CHANGE



2005

Valued at
\$20bn

Valued at
\$8bn

Raises \$12.7m
of capital

Founded

Three years
away

2015

Acquired for
\$4.4bn

Defunct

Valued at
\$230bn

Valued at
\$70bn

Valued at
\$50bn

A NEW ESTABLISHMENT

31 million
monthly unique visitors

WALL STREET
JOURNAL

57 million
monthly unique visitors

The New York Times

150 million
monthly unique visitors

BuzzFeed



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DOG YEARS.

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WELCOME TO THE WORLD OF EXPLOSIVE GROWTH.

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**760,000 NEW BUSINESSES HAVE BEEN
CREATED IN THE UK SINCE 2010.**

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**THE NUMBER OF BILLION-DOLLAR
START-UPS HAS INCREASED BY 133%
SINCE JANUARY 2014 (FROM 42 TO 98).**



**WHILE TWO THIRDS OF THE COMPANIES
THAT WILL MAKE UP THE S&P 500
IN TEN YEARS DON'T YET EXIST...**

**AND OF ITS CURRENT MEMBERS,
80% OF THE VALUE IS INTANGIBLE.**



**TECHNOLOGY HAS EMPOWERED A NEW
GENERATION OF COMPANIES.**



**IT HAS ALSO CHANGED FOREVER THE
RELATIONSHIP BETWEEN A BUSINESS
AND ITS CUSTOMERS.**



CONSUMERS AREN'T PRISONERS.

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**THEY WOULDN'T CARE LESS IF
74% OF THE WORLD'S BRANDS
DISAPPEARED TOMORROW.***

***HAVAS MEANINGFUL BRANDS 2015**

The background image shows four people from behind, silhouetted against a bright sunset over a flat landscape. From left to right: a person in a long-sleeved shirt and shorts; a person holding a skateboard vertically; a person holding a long banner high above their head; and a person holding a skateboard horizontally. The sun is low on the horizon, creating a strong glow.

AND BY 2025, MILLENNIALS WILL REPRESENT 75% OF THE WORLD'S WORKFORCE.*


***BPW FOUNDATION**

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A hand holds a Samsung Galaxy Tab tablet over a desk. The tablet screen shows a home screen with various app icons like 'Kids Mode', 'Settings', 'Dropbox', 'SideSync 3.0', 'Remote PC', and 'Webex'. The background of the image shows a wooden desk with several papers, including a world map and a chart with a pie chart and bar graph. A pink highlighter and a black pen are also visible on the desk.

IN TODAY'S INFORMATION-RICH, ATTENTION-POOR WORLD...



WHERE THE DIGITAL UNIVERSE OF DATA
GENERATED IS SET TO INCREASE
TENFOLD BY 2020....

A black and white photograph of a man in a white shirt and dark shorts standing on a street, holding a large, rectangular speaker with two large circular drivers on his head. He is standing next to a bicycle. In the background, there are other people, a car, and buildings, suggesting a busy street in a developing area. The image is overlaid with a semi-transparent dark layer.


COMPANIES NEED TO CONNECT WITH THEIR CUSTOMERS.

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A scenic view of a coastline with a path leading to the sea. The path is a light-colored gravel or sand trail that curves through a green, grassy field towards the ocean. The sea is a deep blue, and the sky is a clear, pale blue. In the distance, a small figure of a person can be seen walking along the path.

THE PURSUIT OF PURPOSE WILL BE AN ESSENTIAL PART OF THE PATH TO PROFIT.

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WELCOME TO THE AGE OF THE ACTIVIST BUSINESS.

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House



“
I strongly believe
that missionaries
make better
products.

JEFF BEZOS FOUNDER, AMAZON

“
‘[Entrepreneurs]
really do want to
have impact, they
really want to change
things, and often they
change the world.’

ROHAN SILVA FOUNDER, SECOND HOME



“
We are seeing more
businesses created
with purpose at the
forefront of what
they do.

KATHRYN PARSONS CO-FOUNDER, DECODED



“

I came to realise that
business was the best
way to try and create
societal change.

PAUL LINDLEY FOUNDER, ELLA'S KITCHEN



“
Campaigning makes
TalkTalk just a better
place to work for
everybody – and it
makes us [...] proud.”

DIDO HARDING CEO, TALKTALK



“

Even the largest companies need to adopt an agile start-up mentality to help them succeed in a fast-moving market.

SARAH WOOD CO-FOUNDER, UNRULY



MISSION DRIVEN COMPANIES

CARERS

SHARERS

DARERS

Transformational and tribal

CARERS



‘Good in
every sense’



‘Whole Foods,
Whole People, Whole Planet’



‘Digital
Enlightenment’

“
America is exporting
its terrible food
habits around
the world.

JOHN MACKEY FOUNDER, WHOLE FOODS



SHARERS



‘Belong anywhere’



‘Share your journey’



‘Changing the world,
one gift at a time’

“
Our brand is not
about accommodation,
it's about belonging.

JOE GEBBIA CO-FOUNDER, AIRBNB



DARERS



‘Transport for all,
as reliable as running
water.’



‘Embrace change,
share the love,
deliver wow’



‘Making it easy for
good people to do the
right thing’

“
We are running a
political campaign –
and the candidate
is Uber.

TRAVIS KALANICK CO-FOUNDER, UBER

“
What if we could
take a million cars
off the road [in
London]?”

TRAVIS KALANICK CO-FOUNDER, UBER

THE NEW CHARACTER

DRIVE

A refusal
to give in

SELF-IMPROVEMENT

Never stop
learning

COMMUNICATION

Getting the
message across

DISRUPTION

Going against the
grain

PERSUASION

Making
your case

CONNECTION

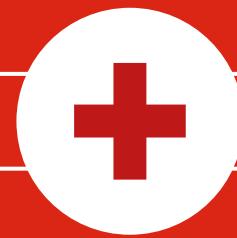
Building the
network

OPTIMISM

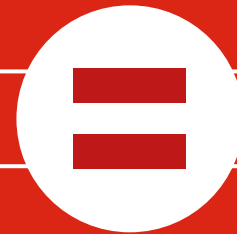
Never
say die

THE NEW FORMULA

MISSION



CAMPAIGNING



MOMENTUM

“
Simpler things cut
clearly through
resistance, moving
faster and more
efficiently toward
their destination.

DAME MARJORIE SCARDINO

“
Every great change
has come [...] from
challenging the
status quo.

WILFRED EMMANUEL JONES THE BLACK FARMER



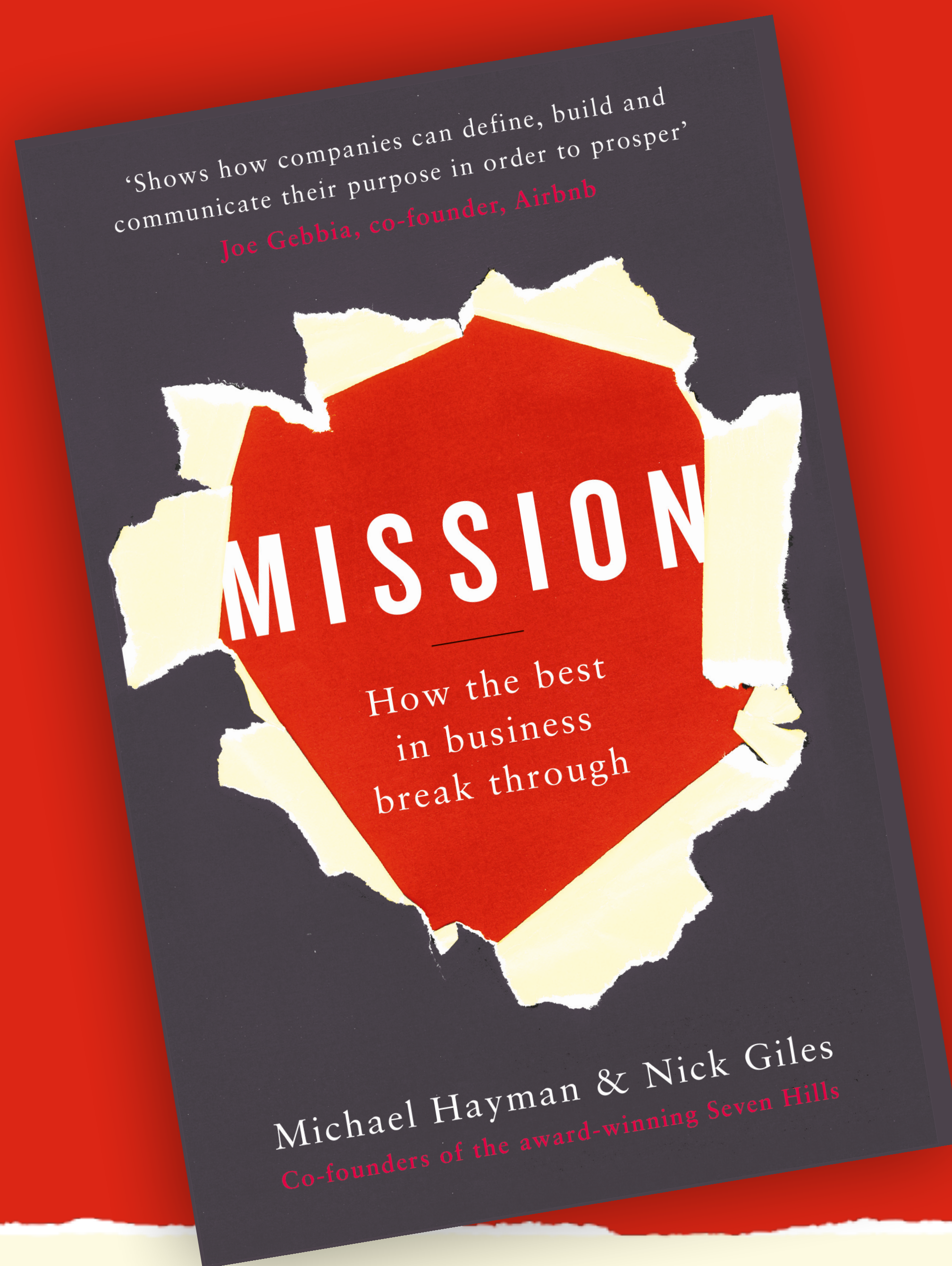
“
Ideas are like
viruses. They need
sneezers to spread
the message.

SETH GODIN MARKETEER

“

All things being equal,
people will buy from a
friend. All things not
being quite so equal,
people will still buy
from a friend.

MARK MCCORMACK



SHARE YOUR VIEWS

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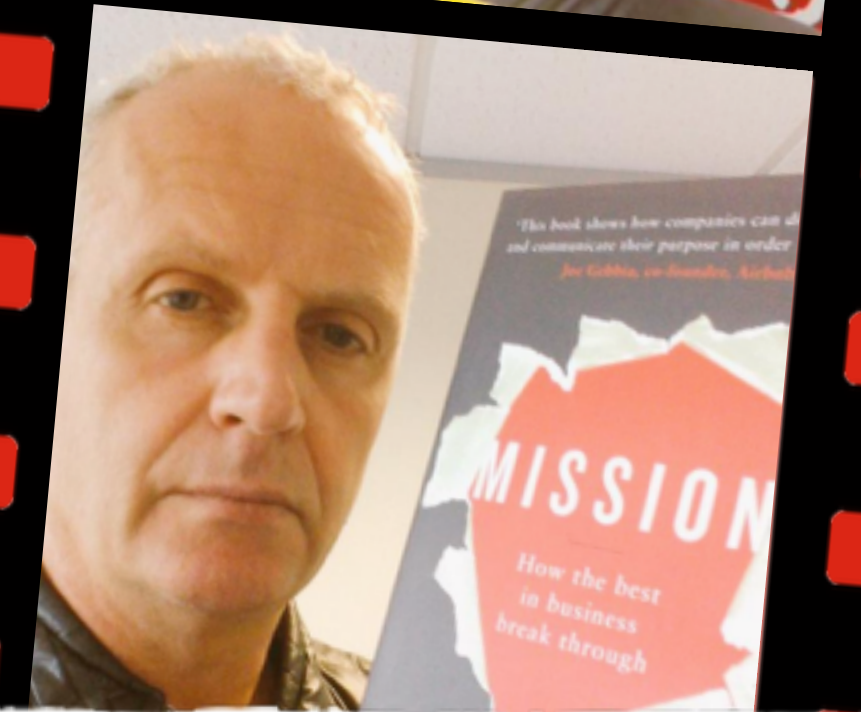
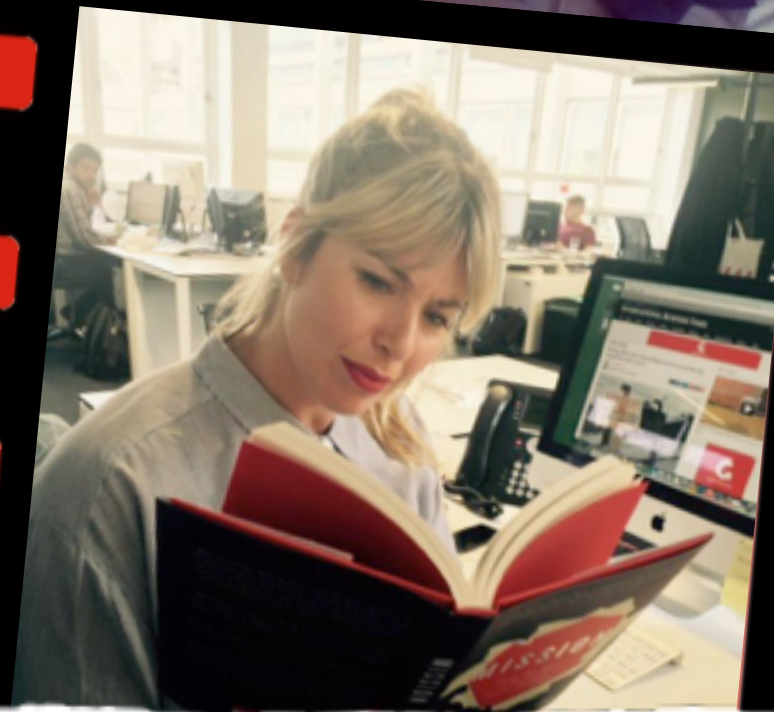
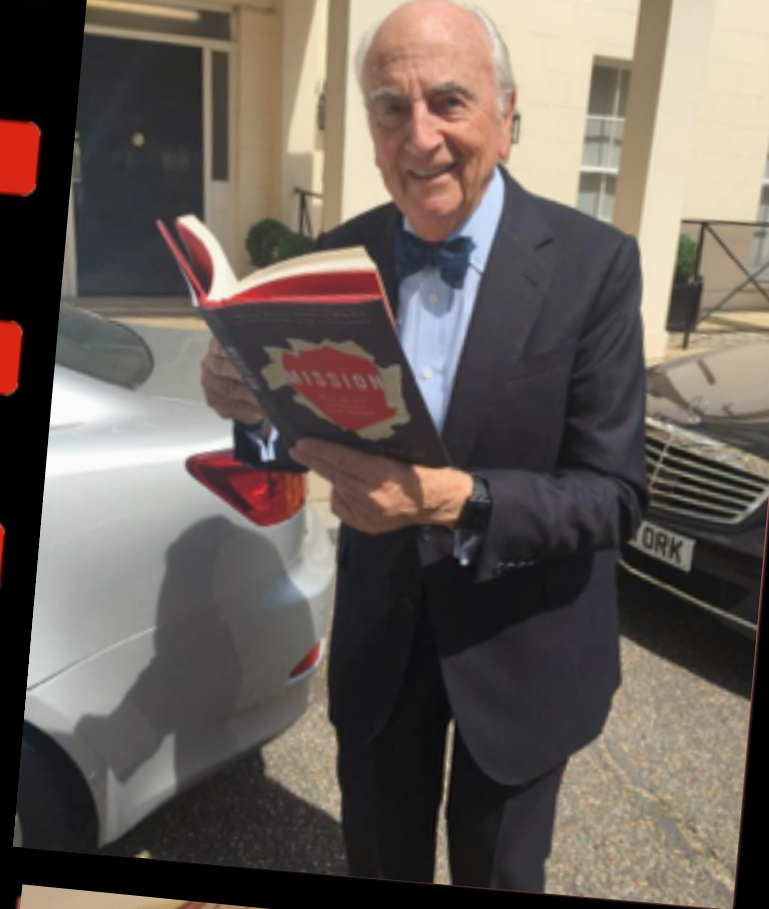
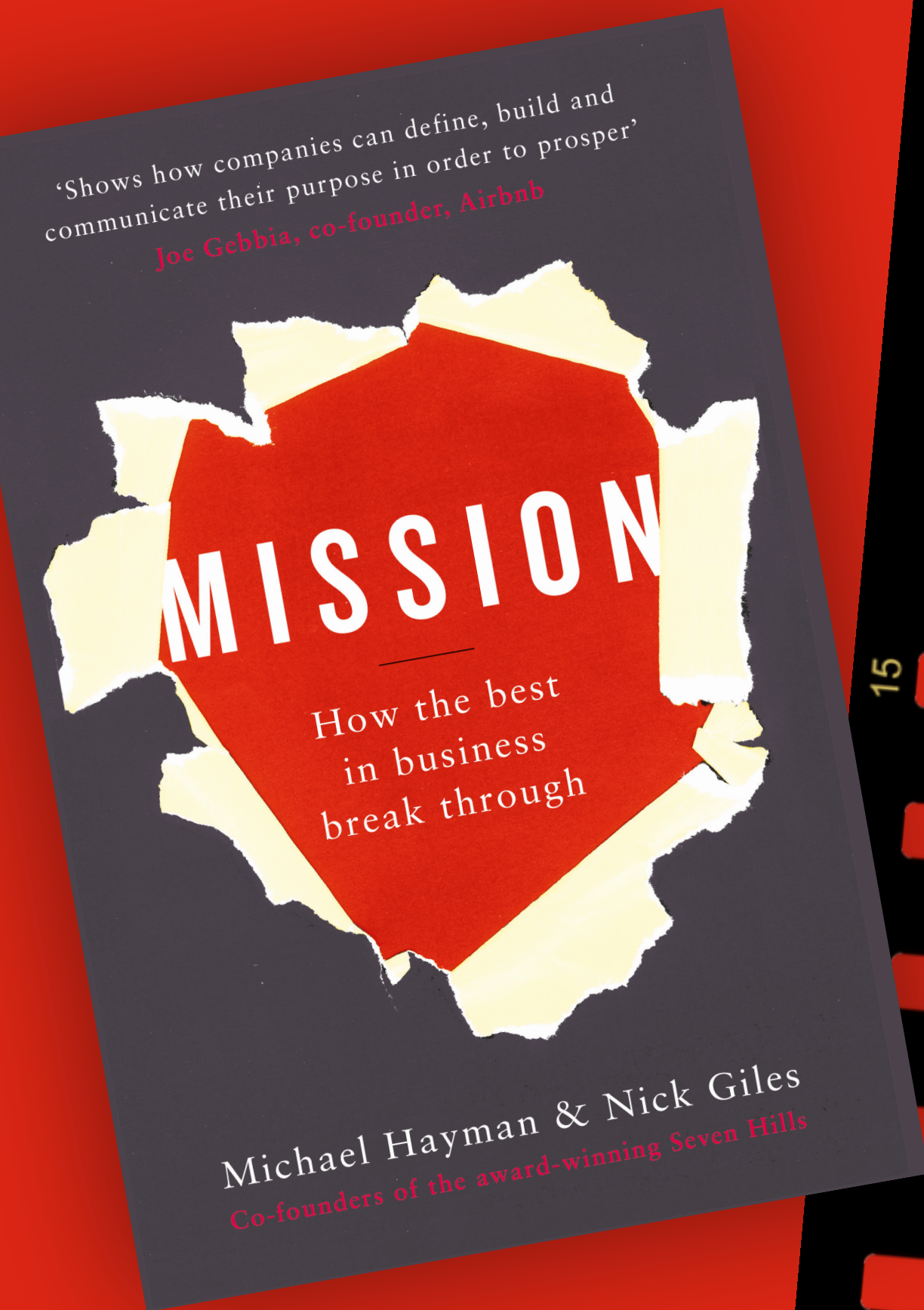
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GET INVOLVED

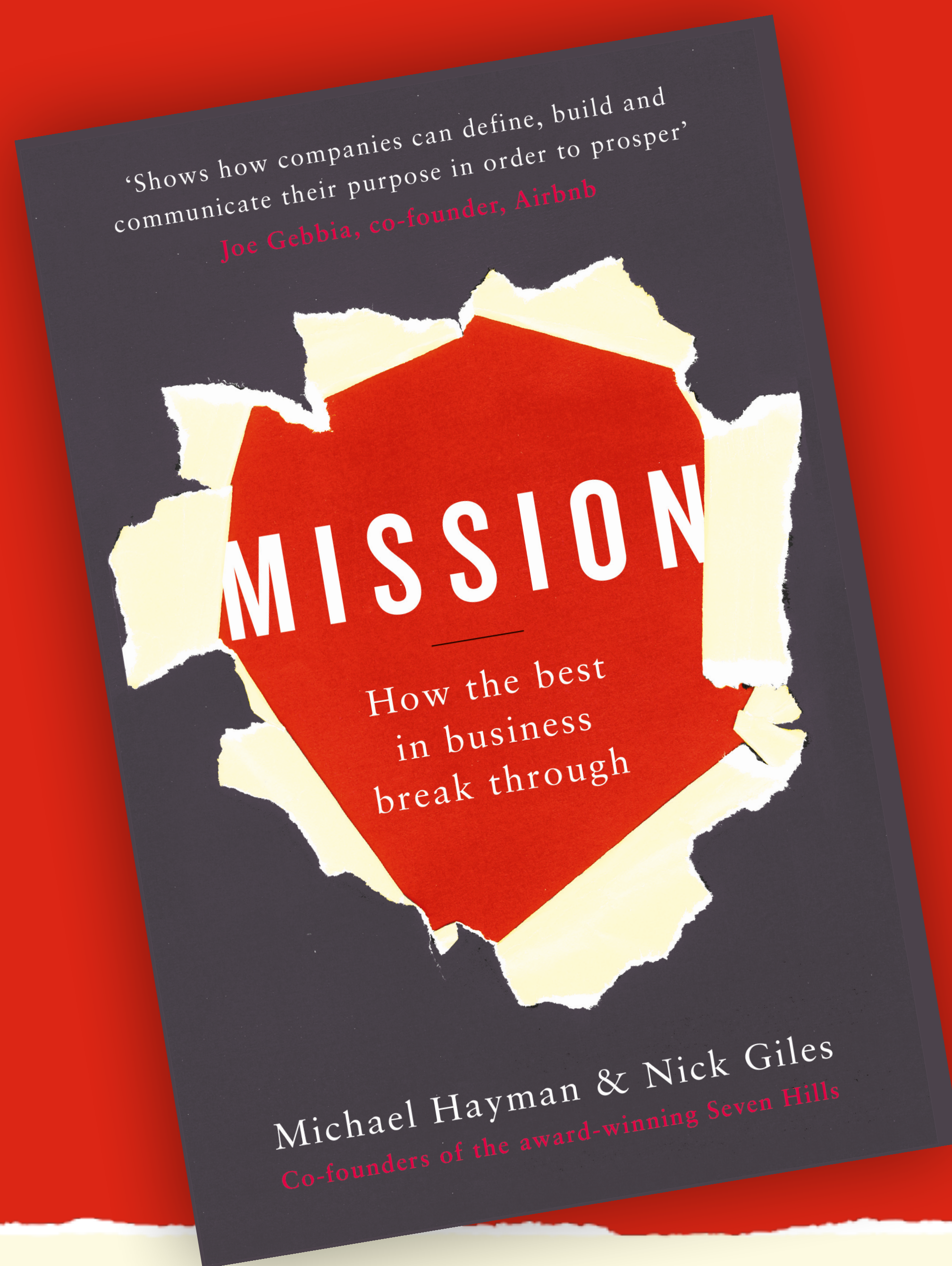


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