

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  
Co-founder of Seven Hills*

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*Chair, LSE*



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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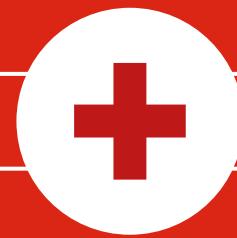
Penguin  
Random  
House



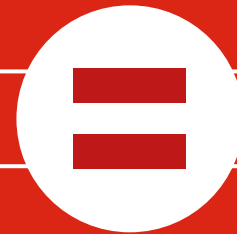
# THE NEW FORMULA

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MISSION



CAMPAIGNING



MOMENTUM

# A DECADE OF CHANGE



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 of the image shows four people standing in a grassy field at sunset. They are silhouetted against the bright, low sun. From left to right: the first person is looking towards the horizon; the second person is holding a skateboard up to their face; the third person is holding a long banner or piece of fabric high above their head with both arms; the fourth person is holding a skateboard horizontally above their head with both hands. The overall mood is one of achievement and looking towards the future.

# 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 one with a world map and another with various charts and graphs. 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. He is 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.

# COMPANIES NEED TO CONNECT WITH THEIR CUSTOMERS.


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A scenic view of a coastline with a path leading to the ocean. The path is a light-colored gravel or dirt trail that curves along a grassy dune. In the background, the ocean stretches to the horizon under a clear blue sky. A person is visible in the distance, walking along the path near the water's edge.

# 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**

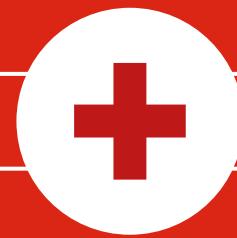
Never  
say die



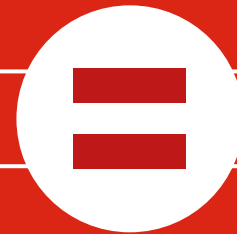
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MOMENTUM



“  
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

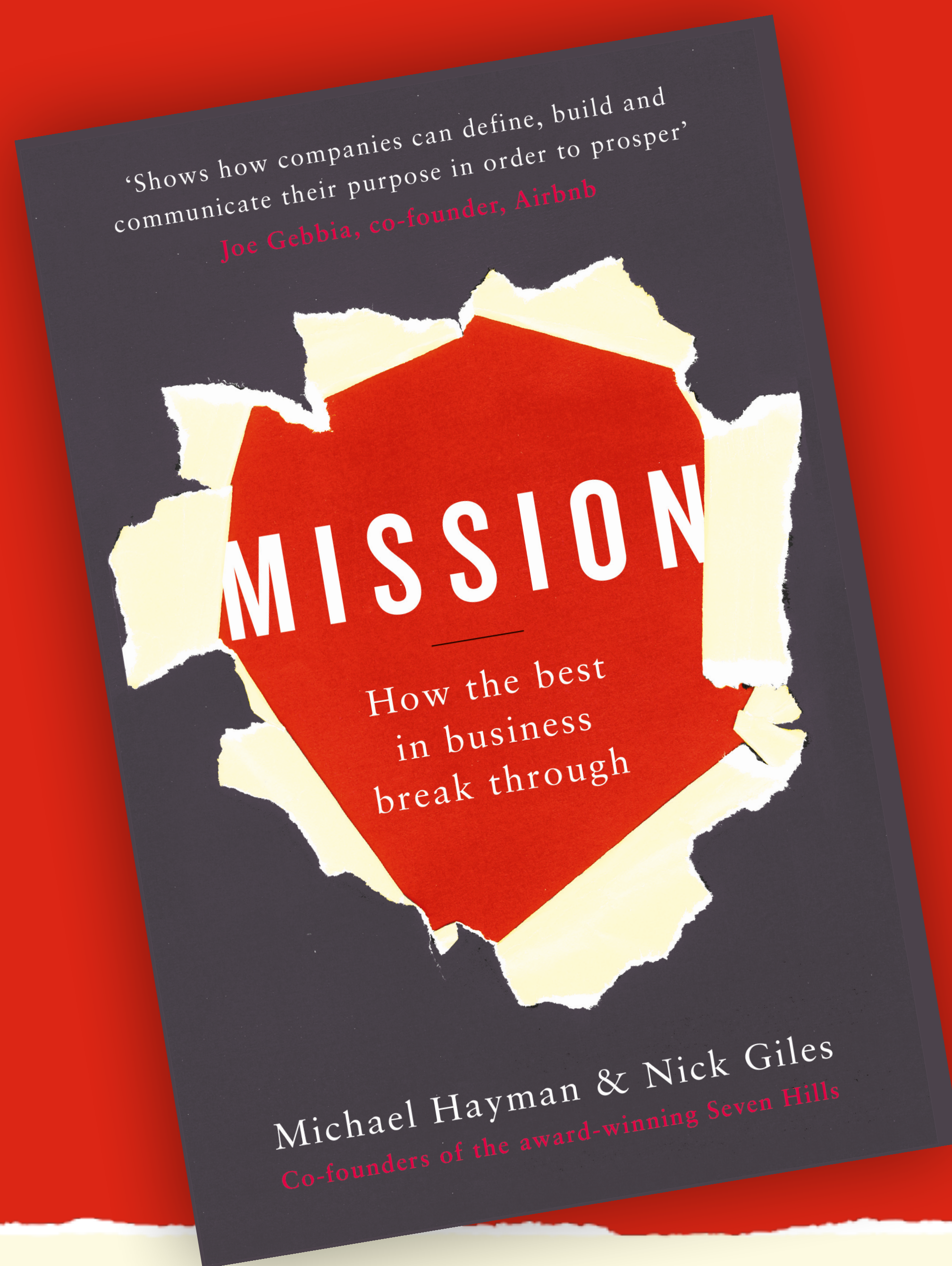


“

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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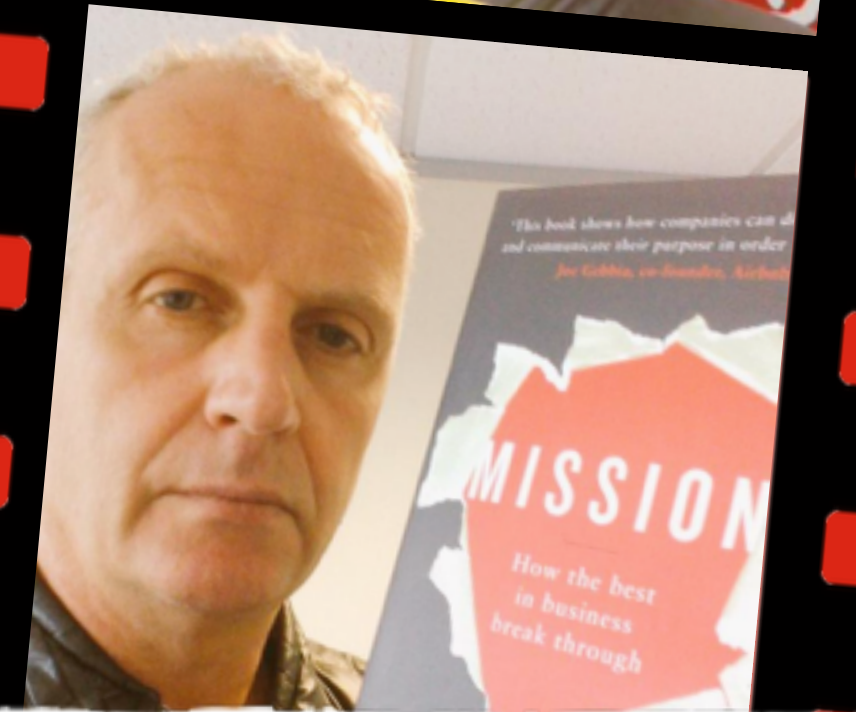
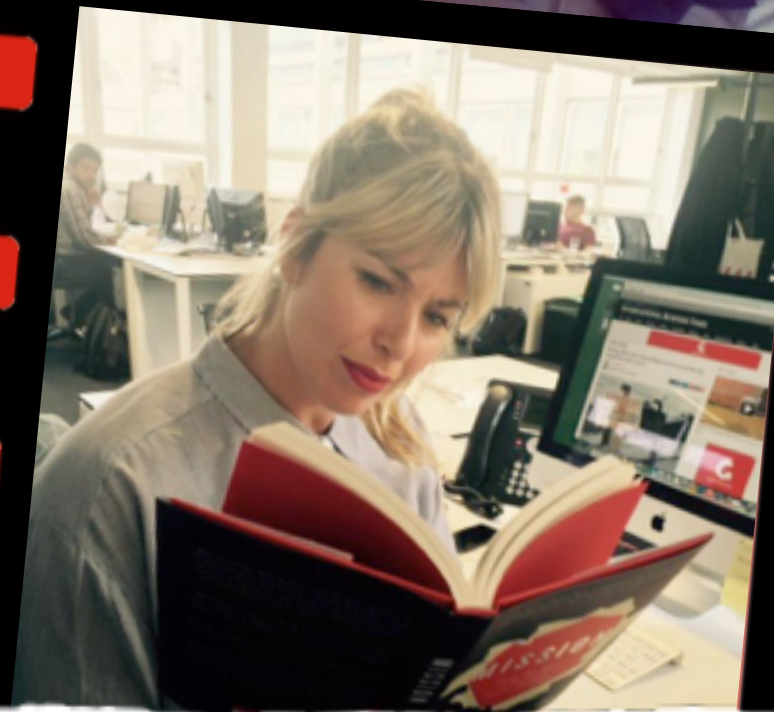
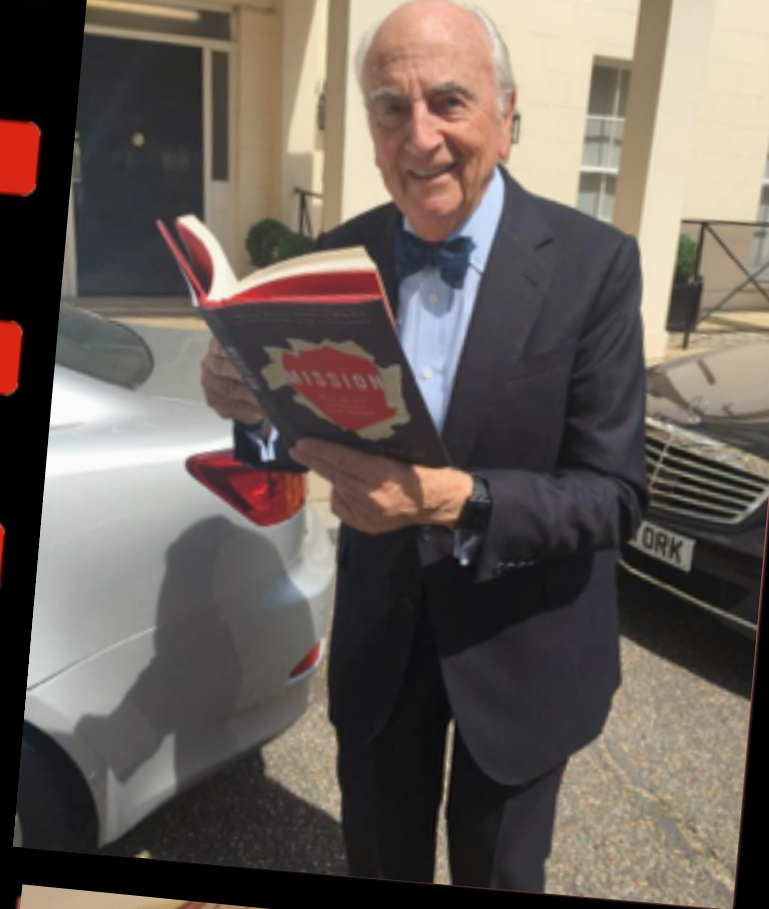
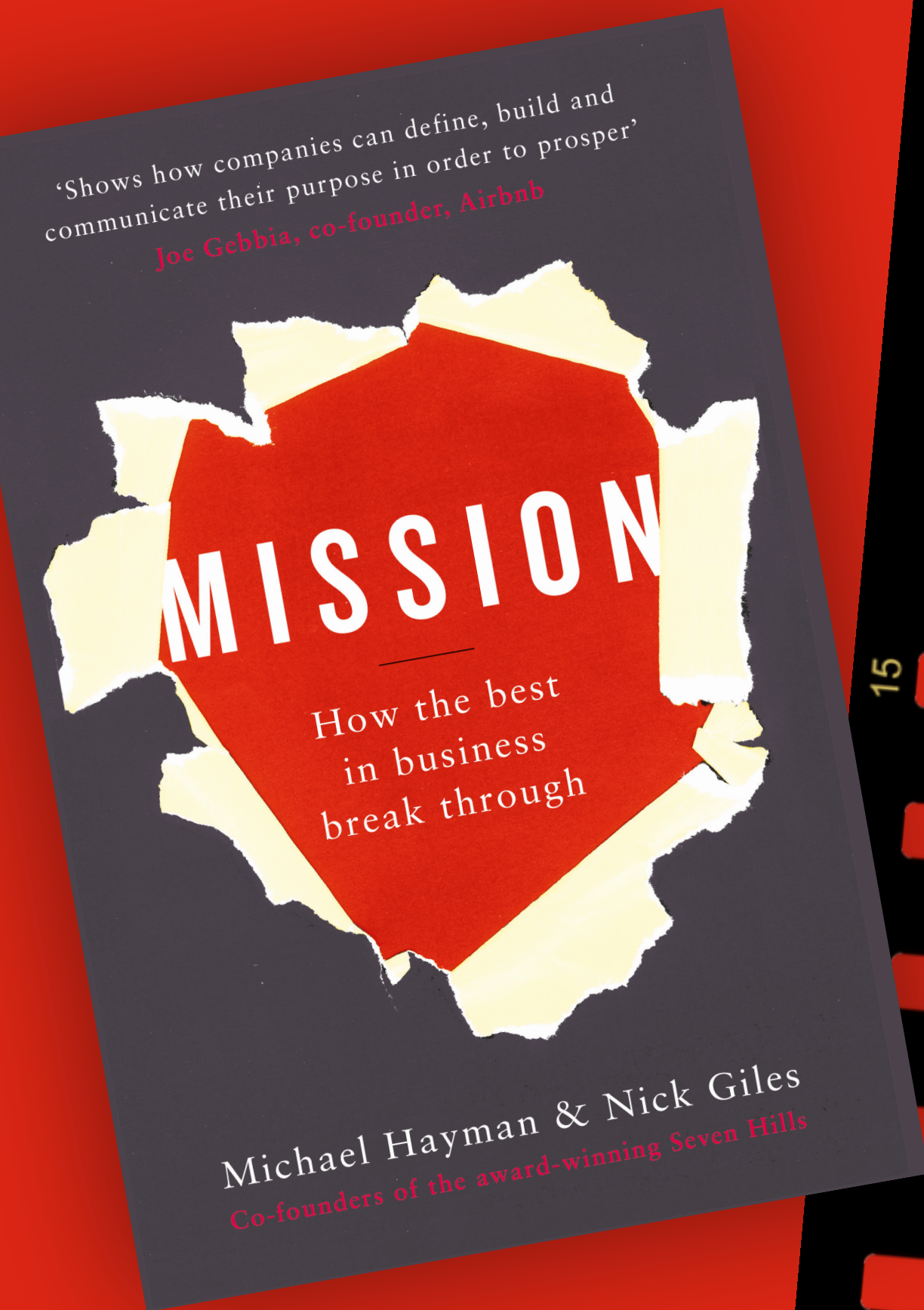
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Random  
House



# GET INVOLVED



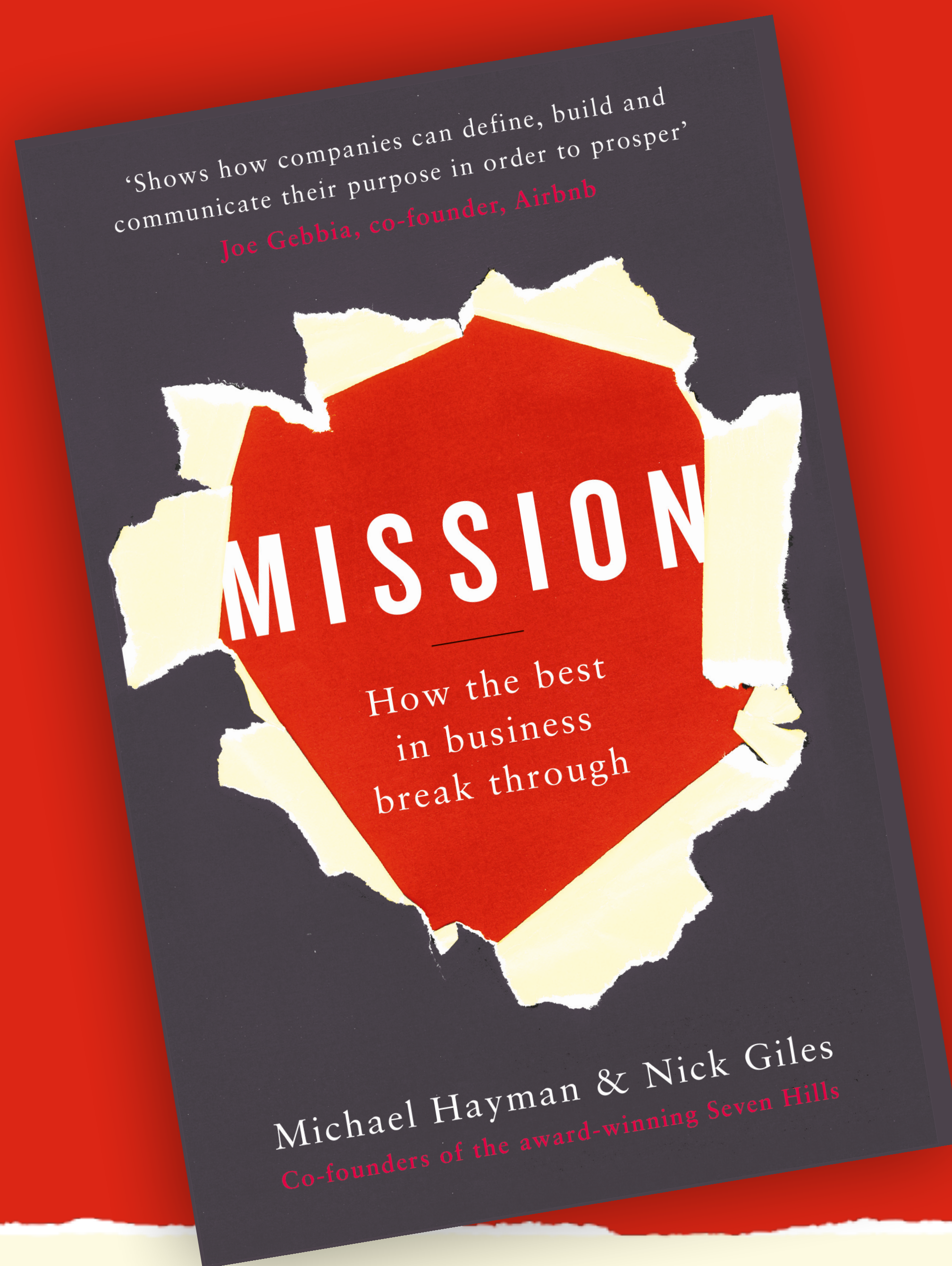
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