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# DOING GOOD DOING WELL

**SHAPING TOMORROW TODAY**  
notes and thoughts



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# A SUSTAINABLE ECONOMY

We are in a momentous period in human history where we are obliged to rethink the way businesses act and ask how do businesses intersect with societies in a positive way?

Not only that, but society's expectations of businesses are shifting.

New technologies bring in new challenges and also opportunities. We need to find out how to use them to our advantage.

## RYAN GELLERT, PATAGONIA EMEA

It is now proven by thousands of companies that a business can do good by doing well, so here is no excuse now.

When Patagonia talks about wanting to make the best product, they are imagining a product that you as a customer won't need to buy ever again. This idea has made the business move away from consumerism. Patagonia outgrew the original mission statement, which now lead the company to state that:

"WE ARE IN BUSINESS TO  
SAVE OUR HOME PLANET."

How? not focusing on the symptoms, but on the root cause.

- Listen to your customers.
- Understand if there is a movement from their part, and if not, ask why.

"DON'T FALL INTO A PATH WHERE  
YOU HAVE TO LEAVE YOUR VALUES  
AT HOME BEFORE GOING TO WORK."

R. Gellert, Patagonia



By 2020 (yes, next year)  
the world **NEEDS** to cut  
its Co2 emissions by half!





Businesses are the  
biggest force for good.



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## AND WHAT ABOUT US AS CONSUMERS?

Changing consumer behavior is key in order to make a true and lasting change.

What consumers say and what they do is completely different and sometimes contradictory. CX can lead the way into understanding how to educate and follow what consumers are asking for.

- For example, in a circular economy, people are going to feel safe as long as they put materials back into the loop (recycling), and that is not enough. We need to think differently!

It is important to remember sustainability is not only about being green. It is about lasting in time, which takes into consideration various aspects like the internal governance of the business, supply chains, social impact and the way it handles environmental implications, amongst many more.

Now if you don't do well you don't do good as a business! Consumers, investors, employees are pressuring for a change.

"WE'VE LOST THE RIGHT TO BE  
PESSIMISTIC, WE DON'T HAVE  
TIME ANYMORE. ACT!"

R. Gellert, Patagonia

## HOW IS SUSTAINABILITY CONNECTED WITH CX?

Sustainability started to become mainstream because of consumers, they were the ones that put it on the map. It is a clear example of a movement that started from the bottom up, starting with the people and moving its way up to businesses and governments.

The speech has clearly evolved from "can sustainability and profitability be compatible?" to "you need to be sustainable to be profitable" because in the long run customers are the ones that keep the business alive.





"If we want a fighting chance to live in the indefinite future we need a higher societal purpose."

David Grayson

# FINDING PURPOSE IN ANY INDUSTRY

## WHY DO COMPANIES NEED TO DEFINE THEIR PURPOSE?

The rules of the game have changed!

"MAXIMIZING SHAREHOLDER VALUE IS LIKE BREATHING: YOU NEED IT TO SURVIVE, BUT IT IS NOT YOUR PURPOSE, IT IS NOT WHAT YOU LIVE FOR."

David Grayson

A purpose serves as a bridge: it connects us mentally and emotionally to why we do what we do and gives us a reason to do it.

We as humans are all purpose maximizers, but we need to know what motivates us. Because purpose is at our core, then we will be as efficient as we can.

The aspects that are not going to change in the age of disruption are the ones that matter: purpose, identity, values, beliefs. Having this defined gives clarity and helps decision making, which is very important to survive and prosper.

The purpose of a company needs to be customer centric because everything is made out of people. We are the ones that drive it. It is all about the people!

Industries need to be rethought.

"YOUR PURPOSE IS THE ESSENCE WHICH YOU CANNOT ESCAPE FROM."

Pablo Esteves,  
Managing Partner at Emzingo







**"WE NEED  
BUSINESS MODELS  
THAT THRIVE AND  
DO BETTER WHEN  
WE CONSUME  
LESS."**

**IKER MERCAIDE,  
CEO ZUBI LABS**