

Purpose: The New Competitive Advantage

~ Workshop with John Wood ~

What is it about?

Milton Friedman once wrote that the “only social responsibility of business is to use its resources and engage in activities designed to increase its profits...” Times have changed a great deal since Professor Friedman’s heyday. In today’s competitive environment, having a sole focus on maximising profits can actually hurt the enterprise value of a business. A whole new breed of cutting-edge companies, ranging from Salesforce to Starbucks to Tesla, have found that building a wider purpose and mission into their DNA is no longer considered a ‘nice to have’ that can be delegated to a small and silo-ed CSR office. For many, purpose has become a ‘must have’, as they recognise that when done right, purpose can not only enhance profits but, also be a powerful force in re-engaging customers, winning the war on talent, motivating and retaining employees, unifying supply chains and, ultimately, improving the bottom line.

Purpose is not the enemy of profit, but can actually enhance it! Come learn why, and be inspired to build a greater sense of purpose into your company, your career and your life.

Speaker & Facilitator – John Wood

At the age of 35, John left an executive career track at Microsoft to form Room to Read (www.roomtoread.org). The business acumen honed at Microsoft, combined with his passion to change the world, makes John a unique and inspiring speaker with universal appeal. He is also the author of ‘Leaving Microsoft to Change the World’, a memoir that was named by Amazon as one of the Top Ten business narratives of 2006 and was featured on The Oprah Winfrey Show and led to John’s lifelong dream – a television interview with Charlie Rose.



At the invitation of former President Bill Clinton, John served four terms on the Advisory Board of the Clinton Global Initiative. He was chosen as a Young Global Leader by the World Economic Forum and was named by Goldman Sachs as one of the world’s 100 Most Intriguing Entrepreneurs. He received a Lifetime Achievement Award from the Tribeca Film Festival, is a Henry Crown Fellow at the Aspen Institute, and along with Malala Yousufzai was awarded the World’s Children’s Prize, often called the Children’s Nobel Prize, by Queen Silvia of Sweden. John was chosen as the first-ever Microsoft Alumni of the Year, and award given by Bill and Melinda Gates.

John has been a three-time speaker at the Clinton Global Initiative and a five-time winner of Fast Company Magazine’s Social Capitalist Award. He has been honored by Time Magazine’s “Asian Heroes” Award and is a Henry Crown Fellow at the Aspen Institute. He was selected by Barron’s as one of the “25 Best Givers” in 2009 and 2010, ranking 11th and 9th on the list, respectively.

Date: 27th April, 2017

Time: 9:30 am to 12:30 pm

Venue: Mettā – 21/F, California Tower, 30-32 D’Aguilar Street, Central, Hong Kong

Cost: HK\$2,200

*(*Spaces are limited and will be allocated on a first come, first served basis)*

Light refreshments and drinks will be provided.

To reserve your place on this workshop, please email your Name, Email & Contact Number to us at RSVPSeminar@ConnectedGroup.com by 10th April, 2017.

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