

# COMMUNICATING PURPOSE

A company's Purpose is the bedrock upon which the business is built. It is the company's reason for being, the foundation for its mission and vision, values and culture and a driver of long term value creation.

## A corporate purpose defines a company's right to exist

It is also an integral part of the ASX governance principals, which require Australian company Boards to be responsible for approving and embedding a set of corporate values that link a company's Purpose to its strategic goals.

The effective monitoring and communication of how a company is living its Purpose is also a governance requirement as Boards have to ensure Senior executives "set the tone at the top."

There is no single, accepted definition of corporate purpose so it is important to take the time to make sure your Purpose is well defined, clearly communicated to all stakeholders, and has been effectively embedded into the day-to-day operations of your business.



“Purpose is not a mere tagline or marketing campaign; it is a company's fundamental reason for being—what it does every day to create value for its stakeholders”

Larry Fink, Chairman and CEO of BlackRock, 2019

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### What we offer

The FIRST Advisers' corporate communication and reputation specialists will work with a company's senior leaders to:

- **reveal and refine the company's corporate purpose statement** and work with key internal stakeholders to understand a company's purpose and its best expression.
- **develop a communication strategy** to make sure the company's corporate purpose statement is well understood by stakeholders and clearly demonstrates how a company is 'living' its purpose. It does this by focusing on its core strengths to address the issues where it can have the biggest impact.
- **conduct annual purpose audits** to assess how well the company's purpose is understood within the business and identify any areas where alignment between employees and purpose can be improved.

### Why FIRST Advisers?

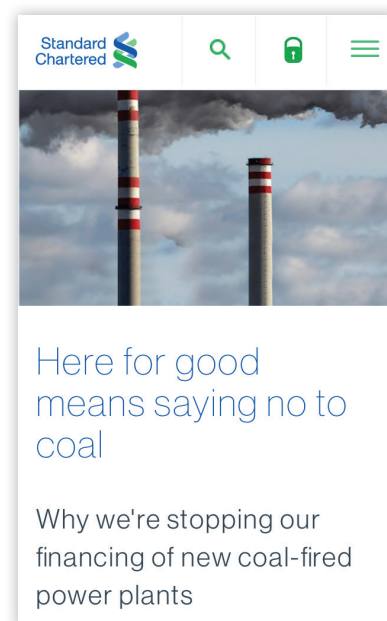
FIRST Advisers' Corporate Communication team has decades of experience helping companies to craft content that tells their story, informed by their Purpose, to stakeholders in an easily accessible way.

Our skills as former journalists, combined with more than 25 years' knowledge of financial markets and Investor Relations, mean we are rigorous in how test the authenticity of a company's Purpose.

We constantly work with the media and journalists and understand the key issues and conversations where a company can engage its Purpose to make a positive social contribution.

#### How to find out more

Contact Victoria Geddes or Ben Rebbeck on +61 2 8011 0350 or email us at [info@firstadvisers.com.au](mailto:info@firstadvisers.com.au)



#### Standard Chartered Bank 'Here for Good' Case study

Standard Chartered were early adopters of corporate purpose, with the launch in 2010 of their 'Here for good' campaign to show how a bank could be a force for good.

'Here for good' is now so completely woven into the fabric of the bank that it is informing key strategic decisions, e.g. in late 2018 the bank made a commitment not to finance any new coal fired power stations.

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## FIRSTADVISERS

Investor Relations  
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