

# REDEFINING THE PURPOSE OF THE CORPORATION



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# REDEFINING THE PURPOSE OF THE CORPORATION

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Corporates today compete on **price, quality, human talent, ESG metrics and social needs**.

By social needs we mean a robust range of social purposes like education of workforce, financial literacy efforts, mobility, aging services, clean air water and lands, food security, and the like. In the 21<sup>st</sup> century, it is wrong to think of any major firm only within itself—they are mansions in a neighborhood of social needs.



# Top 5 Habits of Leadership



# Competitive Frugality

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No matter how large your resource base,  
leadership in this new century is found  
in the arts of competitive frugality.

In a world of many billions,  
we all must act and talk like Ben Franklin all over again.



# Seeking Shareable Solutions

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We all live **in a swift and severe world**,  
where speed of information sparks off  
more questions than answers hourly.

**Leaders** habitually embrace being  
**adept in the short run, and adaptive in the long,**  
**so all their energy and time is expended on**  
**seeking shareable solutions.**



# Aligning Money, People, & Rules

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Leaders excel today by doing more with teams

by **habitually aligning money, people and rules daily.**

**These are the three fuels of the leader's bank account,**

**not just dollars and cents.**

Leaders feel comfortable in balancing on this tight rope over a snake's pit.



# Focusing on Advances in ESG

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The value of a firm, and the worth of its leaders,  
is now measured in the competitive setting of **social response capitalism**.

Profits are now peers to how well the leader achieves for the firm  
advances in environmental, social and governance metrics.



# Articulate Manageable Lessons

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Leadership is about

**the sharp articulation of manageable lessons.**

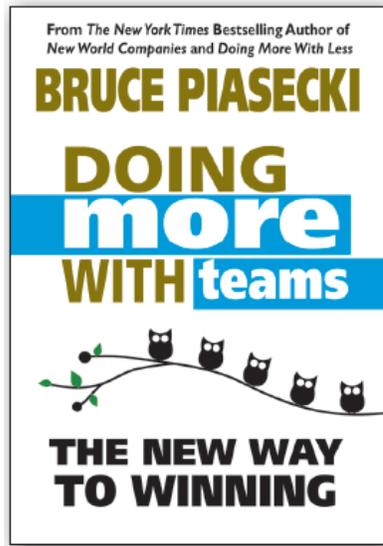
Our stories about how we can be more like Michael Jordan

and less like Lance Armstrong

become the lessons of tomorrow as we grow past this turbulent today.

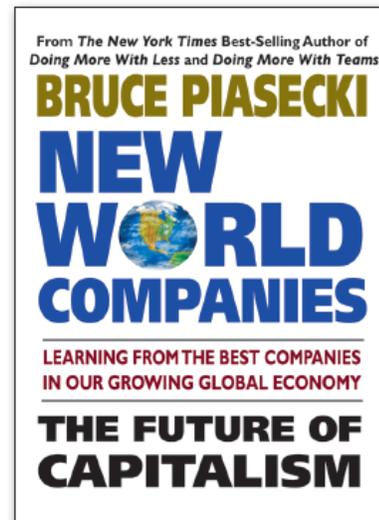


# Bruce Piasecki's Books



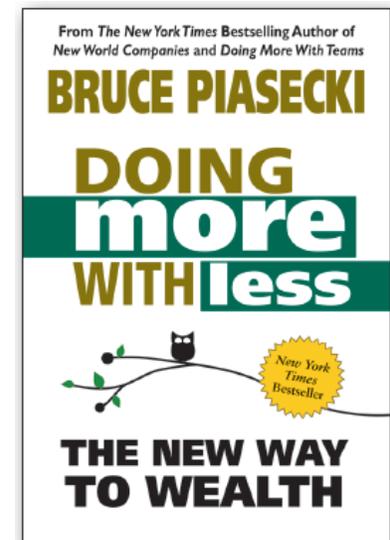
“...In *Doing More With Teams*, Bruce outlines a new way of winning, where success is defined not only by the easily measured material performance but also by the nurturing of the human spirit.”

Gerald I. Bresnick, Ph.D.  
President, Reserve Consulting Group, LLC



“Bruce Piasecki is one of the few thinkers really upping the ante for leaders in business and society.”

James Howard Kuntsler  
Best-selling author, *The Long Emergency*





# 2019 AHC Group Corporate Affiliate Members



~ SAVE THE DATES ~

## Corporate Affiliates

### 'Achieving Results' Workshop:

January 22-23, 2020 | Phoenix, Arizona

June 17-18, 2020 | Saratoga Springs, NY

### Food/Energy/Land Nexus Workshop:

January 21, 2020 | Phoenix, Arizona

[www.ahcgroup.com](http://www.ahcgroup.com)



# Thank you.

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