

# Unlocking Growth With Net Positive Purpose

Is the world better off because your business is in it?

We are at a crucial juncture in human history, with a rapidly closing window of opportunity to build a world where billions live well and within planetary boundaries. Business is critical in determining whether we're to be successful in this historic transition. For those companies that seek to profit by solving the world's problems, not creating them, the opportunities are vast.

In this program, you'll unlock what it means to be "Net Positive" – improving the well-being of everyone your business touches through its operations, products, and services. Assess your company's readiness to tackle Net Positive principles, guided by experts Paul Polman and Andrew Winston, co-authors of the global bestseller *Net Positive: How Courageous Companies Thrive by Giving More Than They Take*. You'll unearth the power within you to drive purpose-driven change and contribute to reshaping the relationship between businesses and our world.

## Key Learnings

- Understanding the world's megatrends and how they are changing "business as usual" forever.
- Exploring what it means to be a "Net Positive" organization and a courageous leader.
- Discover a new way of viewing environmental and social issues and how they drive business value.

## Featured Experts



Paul  
Polman

Business leader, campaigner, and co-author of *Net Positive: How Courageous Companies Thrive By Giving More Than They Take*, Paul Polman works to accelerate the action taken by businesses to tackle climate change and inequality. Paul served as CEO of Unilever from 2009 to 2019 and has been described by the Financial Times as "a standout CEO of the past decade."



Andrew  
Winston

Andrew Winston is a globally-recognized expert on sustainable business strategy. Named by Thinkers50 as one of the top 50 management thinkers in the world, he is a sought-after adviser and speaker on how to build thriving companies that profit by serving the world. Andrew is co-author of *Net Positive: How Courageous Companies Thrive by Giving More Than They Take*.

**Estimated Time Commitment: 2.5–3 hours**

Expert Video Lectures: 30 Minutes

Assignment: 75–90 Minutes

Interactive Activities: 45–60 Minutes

## Project Details

Evaluate how ready the organization is, and start a deeper conversation about where you are prepared and where there is work to do.

- Assess your leadership style and goals through the lens of Net Positive leadership principles
- Identify goals that measure your contribution to the organization's environmental and social performance.
- Devise a plan to hold yourself accountable to exercising Net Positive leadership traits to transform your part of the business.