

/// WELCOME

Beyond Good Intentions

Ensuring Your Economic Mobility Strategy Creates Value for Your Company and Communities



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Lakshmi Iyer
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/// TODAY'S SPEAKERS



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STRATEGIC **INTENT** – INTERNAL & EXTERNAL **INTERFERENCES** = **IMPACT**



FSG's Purpose Studio

Carefully curated cohort.

~20 business leaders.

Experiential learning.

Peer-driven dialogue.

Navigate interference.

Capture value.

Select participants from FSG's 2025 Purpose Studio:



Clarifying Value

When value is not clear,
interference emerges...

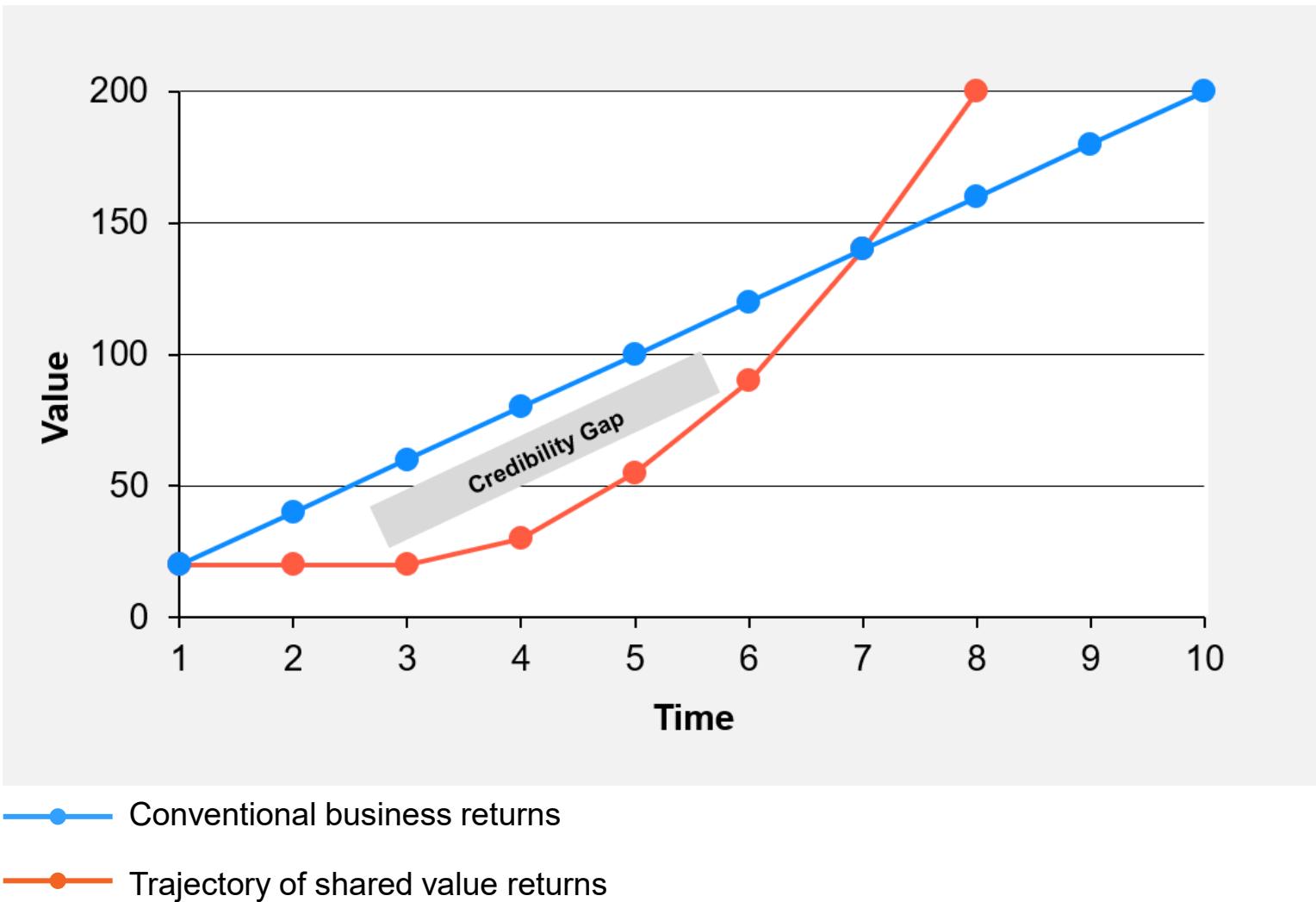
...When value is clear,
ways to navigate
interference appear.

BE CLEAR

What kind of value are you creating?

- **Tangible value:** Increased revenue? Higher market share? New market segments? Decreased costs? More efficient hiring?
- **Intangible value:** Higher emotional engagement with strategic stakeholders (customers, employees, community leaders)? Accelerated innovation?

When tangible business value lags, a **credibility gap** can arise



Stakeholder Engagement

Planning Stakeholder Engagement

