



/// WELCOME

Beyond Good Intentions

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



Cindy Chao
Sun Life



Abby Hollingsworth
Bank of America



Reema Jweied-Guegel
AARP



Beatriz Polhamus
Banco Popular



Michael Stroik
3M



Lakshmi Iyer
FSG



Dane Smith
FSG

/// TODAY'S SPEAKERS



Cindy Chao
Sun Life



Abby Hollingsworth
Bank of America



Beatriz Polhamus
Banco Popular



Michael Stroik
3M



Reema Jweied-Guegel
AARP



Lakshmi Iyer
FSG



Dane Smith
FSG

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...

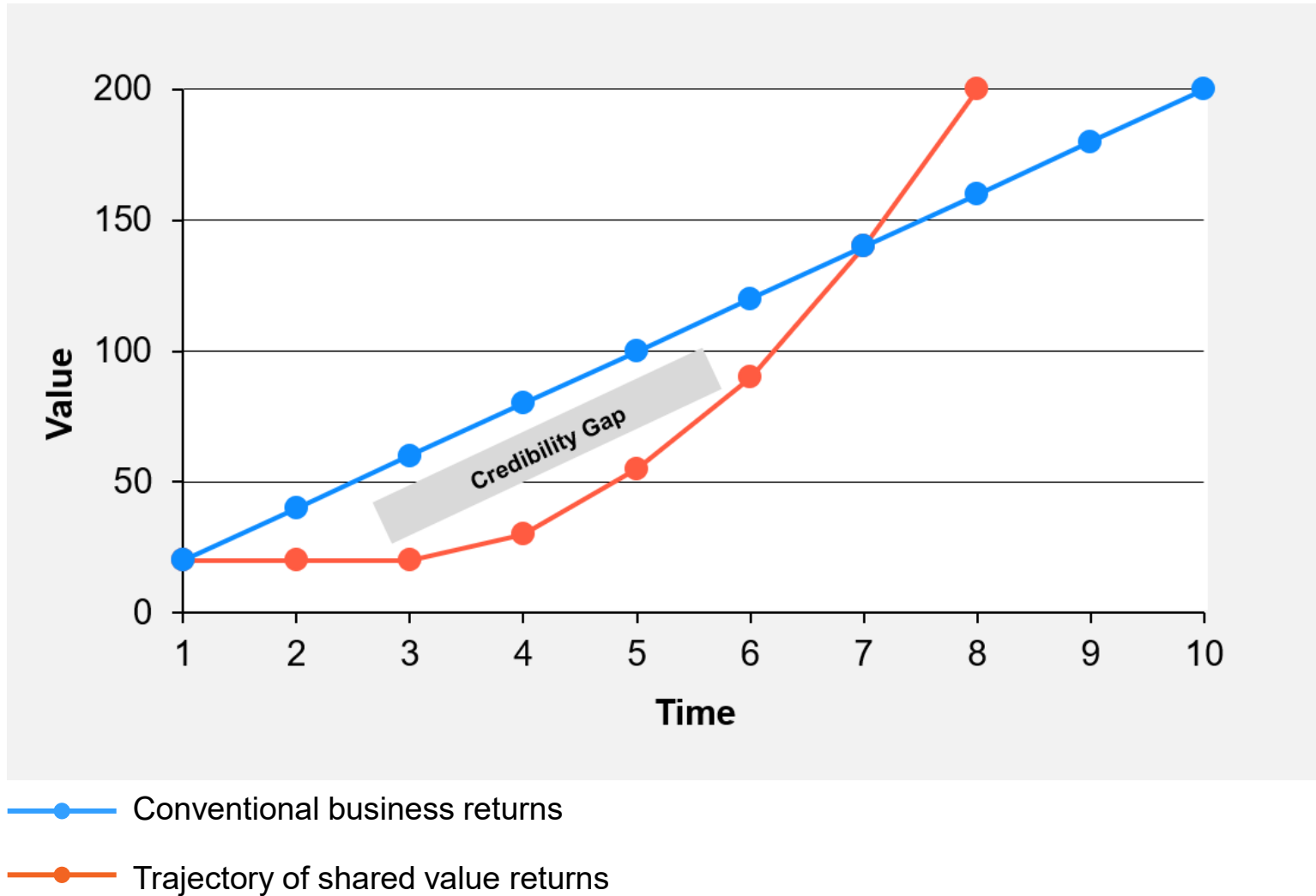
...When value is clear,
ways to navigate
interference appear.

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

