



Dear %%first_name%%,

On behalf of the board and staff of Chief Executives for Corporate Purpose (CECP), I am delighted that %%company%% has renewed with CECP to serve as a "Force for Good in society" as CECP starts its 22nd fiscal year with a [growing network of more than 220](#) of the world's leading companies.

A noteworthy change we have seen during the last several months is that CEOs are looking for additional opportunities to confer with their peers as fellow CEOs are the only ones who can fully identify with today's unprecedented leadership challenges. CECP rose to meet that need, holding a series of calls with CEOs. The pressing issues CEOs identified are **leadership from the top on sustainable business/ESG, social justice, and D&I**.

Given the very positive (90+ NPS) feedback, CECP will continue to present **opportunities for you to interact and engage with peer CEOs**: the annual **Board of Boards** will now be a quarterly virtual occurrence and we will continue our popular **Virtual CEO Roundtables**, to allow for small groups to gather virtually on a regular basis to discuss vital issues:

- October 13, 2020, 10:30 a.m. – 11:30 a.m. ET **Virtual CEO Roundtable** featuring **James White**, former CEO, *Jamba Juice*, on an updated diversity/equity/inclusion playbook [published in Harvard Business Review](#). Practical advice and actions from a CEO who has achieved results on this front. [Reserve your spot](#).
- November 5, 2020, 10:30 a.m. - 11:30 a.m. ET. **Virtual Board of Boards** series featuring **Brian Moynihan**, CEO, *Bank of America*, on collective action by chief executives to identify a consistent set of core environmental, social, and governance (ESG) metrics and disclosures to convey long-term company performance to stakeholders, as well as reasons why CEOs should care about ESG investing. [Reserve your spot](#).
- December 3, 2020, 10:00 a.m. - 11:00 a.m. ET. **Virtual CEO Roundtable** featuring **Deanna Mulligan**, CEO, *Guardian Life Insurance*, on the evolution of work and trends CEOs need to know related to reskilling, retraining, and education, including practical advice from her forthcoming book *Hire Purpose*. [Reserve your spot](#).

You can expect these intimate sessions to consist of real case examples, dialogue, and networking. The virtual Board of Boards series will include 20 CEOs with a lead CEO speaker, while the Virtual CEO

Roundtables will be between 5-10 CEOs, with a firestarter CEO speaker and a facilitated dialogue. CEOs only. Spots are limited. Register today.

While the last six months have challenged us all, the CECF team has stepped up to better serve its companies, going 100% virtual, hosting 77 virtual [roundtables](#) including its first-ever Virtual CEO Roundtables, publishing resources on the [Covid-19 response](#), collecting 200 CEO [statements](#) on social justice, completing its annual [Giving in Numbers](#) Survey of corporate social investment, publishing leading-edge research such as [ESG and the Earnings Call](#), and scaling its [CEO Investor Forum](#). And we are encouraged that overall company ratings, per JUST Capital, have improved, with 72% of American polled feeling that big business has stepped up more effectively to meet today's challenges than other institutions.

But there is more to do. Please join us at one of our CEO events over the next few months to learn how. And let us know how we can be of further service to you and your team. Can we set up a call in the coming weeks?

Sincerely,

Daryl

Daryl Brewster

CEO

Chief Executives for Corporate Purpose (CECP)

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