

Executive Report | February 25, 2013 New York City

8th Annual

Board of Boards CEO Conference

CALL TO ACTION:

Engaged Leadership, Unprecedented Impact



CECP



Michael Roth, IPG



2013
Board of Boards CEO Conference
New York City

On International Corporate Philanthropy Day, February 25, 2013, CECP convened approximately 50 leading global CEOs to discuss the theme “CALL TO ACTION: Engaged Leadership, Unprecedented Impact.”

Diversity is integrated into the way we do business. In fact, we view it as a business imperative. What began as good citizenship has morphed into competitive advantage.

Ursula Burns, Chairman and CEO, Xerox

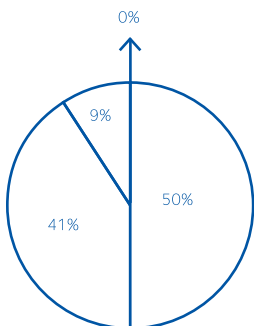
Attendees resoundingly agreed that addressing societal challenges is an obligation or a responsibility of companies, today. *See Figure 1.*



Figure 1

Do you consider addressing societal challenges an:

50% Obligation
41% Responsibility
9% Opportunity
0% Someone else's job



CECP's 8th Annual Board of Boards CEO Conference, an uncommon opportunity for corporate leaders to share their experiences around corporate societal engagement, featured a panel discussion focused on the unique role CEOs play in solving some of the world's most pressing problems, audience discussion, and live polling.

“It’s probably been the most powerful thing that we’ve been able to do for our employees’ personal growth, development, and retention.”

Ginni Rometty, Chairman, President, and CEO, IBM



Ginni Rometty, IBM
Irene Dorner, HSBC Bank USA, N.A.

The program began with the presentation of an Excellence Award to **Ginni Rometty, Chairman, President, and CEO, IBM**. Rometty outlined her role in supporting the work of the company’s Smarter Cities Challenge, which places teams of IBM staff in cities around the world to address each city’s unique challenges. As head of the company, she counts among her central tasks inspiring employees at all levels to get involved.

The second Excellence Award was presented to **James T. Prokopanko, President and CEO, The Mosaic Company**, which is directly applying its unique skills and resources in the field of agronomics to increase crop yields in Africa, India, and Guatemala through The Mosaic Villages Project. **Prokopanko** has developed a corporate culture in which giving and volunteering are encouraged, and the company invests 1 percent of its profits in community programs, such as the Villages Project.



Gretchen
McClain
Xylem
CECP

Gretchen McClain
Xylem
CECP

Robert L. Wright
Xylem
CECP



A panel of **Ursula Burns, Chairman and CEO, Xerox**; **Karim Khoja, CEO, Roshan**; and **Bob Moritz, Chairman and Senior Partner, PwC** discussed CECP's "Top Actions of an Engaged CEO", a set of concrete steps that were introduced at the conference to help leading CEOs make societal engagement a priority within their companies.

"You have an engaged work force that really does want to contribute, have a higher sense of purpose, and give back. That's an asset. It would be irresponsible – from a business or social perspective – not to engage them in the challenge."

Bob Moritz, Chairman and Senior Partner, PwC

Burns prides herself on being the face of community engagement at Xerox. She believes in practicing what she preaches, and engages in the same types of community activities that she asks of her staff. Community engagement is part of the DNA at Xerox, and Burns knows it is one of her best recruiting and retention tools. In fact, she noted, the company's attention to societal issues is what brought her to the company in 1980.

Khoja demonstrated what it means to use one's business strategy to reach out to the community. Roshan is a top telecommunications company in Afghanistan that has used its technology, infrastructure, and network to, for example, pioneer better healthcare through telemedicine and a system that can quickly report contaminated well water, a leading cause of death in the country.

Moritz discussed how PwC's volunteering philosophy allows anyone in the company to make a difference beyond the office. In addition to providing the accounting, tax, and advisory services they offer clients through pro bono relationships with community organizations, PwC also engages its HR, IT, and marketing teams in lending their expertise to institutions in need.





CECP calls on you to join in the effort to be a part of our *Engaged Leadership and Unprecedented Impact*.

Top Actions

That Distinguish Engaged CEOs

- 1 Reinforce the value of your company's community engagement
- 2 Inspire employees at all levels to get involved
- 3 Rally other CEOs to do more
- 4 Commit your company's unique skills and resources
- 5 Reach outside your company to create solutions
- 6 Prioritize measurement and transparency
- 7 Elevate community initiatives to your Board
- 8 Mobilize your company's senior leadership



Marc Benioff, Chairman and CEO, [salesforce.com](https://www.salesforce.com) provided insight behind the company's 1-1-1 model, whereby the company pledges one percent of employees' time for volunteering, one percent of its product to nonprofits, and one percent of its equity. In 13 years, [salesforce.com](https://www.salesforce.com) has given more than 410,000 hours of community service, provided product donations for more than 16,000 nonprofits, and given more than \$40 million in grants.



We all want to do better, but it's hard to find the time. How do we find the best practices? How can we learn from others? When it comes to an area that we really want to make a difference in, we could use some help, and that is what CECP is all about.

Daryl Brewster, CEO, CECP

Next, **Doug Conant, Chair, CECP; Founder and CEO, ConantLeadership; and Former President and CEO, Campbell Soup Company and Daryl Brewster, CEO, CECP** unveiled CECP's new brand and engagement model, which focuses on the rare potential and shared responsibility of CEOs to advance solutions to the world's greatest challenges.

One theme that emerged during the conference was the importance of collaboration. With so many companies sharing a stake in pressing societal issues such as education and workforce development, they see opportunities to replace duplicative programs with complementary and coordinated efforts. Forty-one percent of participants reported that they want to connect with a company working on a similar community project to create solutions. *See Figure 2.*

Figure 2

How will you reach outside your company to help create solutions?

- 41% Connect with a company working on a similar community project to learn about solutions.
- 21% Convene a cross-sector group to discuss best practices.
- 21% Invite external stakeholders, including critics, to problem-solve with us.
- 18% Encourage (or create a culture where) employees and teams to enter into cross-sector partnerships.

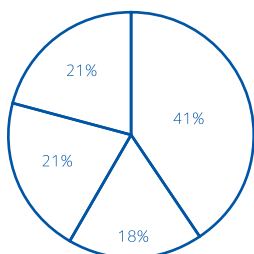
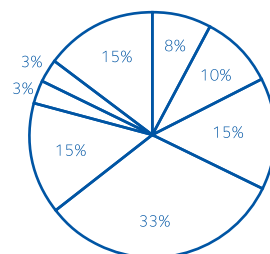


Figure 3

Which Top Action will you prioritize this year?

- 33% Commit your company's unique skills and resources
- 15% Mobilize your company's senior leadership
- 15% Rally other CEOs to do more
- 15% Reach outside your company to create solutions
- 10% Inspire employees at all levels to get involved
- 8% Reinforce the value of your company's engagement
- 3% Elevate community initiatives to your Board
- 3% Prioritize measurement and transparency



Choosing among eight Top Actions of an Engaged CEO, 33 percent of participants at the conference said that they would prioritize over the next year *committing their company's unique skills and resources to addressing societal challenges*. Creating a three-way tie, at 15 percent each, other CEOs said they would prioritize *rallying other CEOs to do more, mobilizing their companies' senior leadership, and reaching outside their companies to create solutions*. *See Figure 3.*

Attendees of the 2013 Board of Boards CEO Conference

Douglas R. Conant
ConantLeadership, LLC

Marilyn Carlson Nelson
Carlson

Kenneth T. Derr
Chevron Corporation

Daniel J. Sullivan, Jr.
Collette Vacations

William Goodwyn
Discovery Communications, Inc.

Richard Edelman
Edelman

Richard Fore
Fore Property Company

Glen D. Nelson, M.D.
GDN Holdings, LLC

John C. Whitehead
Former Co-Chair, Goldman, Sachs & Co.;
Former Deputy Secretary of State

Deanna M. Mulligan
The Guardian Life Insurance Company
of America

Frédéric de Narp
Harry Winston

David Jones
HAVAS

Henrietta H. Fore
Holsman International

Irene M. Dorner
HSBC Bank USA, N.A.

Virginia M. Rometty
IBM Corporation

Sarojini Damodaran Shibulal
Infosys Limited

Michael I. Roth
Interpublic Group

Vincenzo Manes
KME Group S.p.A.

John B. Veihmeyer
KPMG LLP

Michael McLaughlin
Macquarie Group

Peter L. Malkin
Malkin Holdings

Harold McGraw III
The McGraw-Hill Companies

Rodney Zimmel
McKinsey & Company

Charles "Chip" G. McClure
Meritor, Inc.

Raymond W. McDaniel, Jr.
Moody's Corporation

James T. Prokopanko
Mosaic Company

Nancy Cooper
Mosaic Company

David J. Stern
National Basketball Association

Robert H. Forrester
Newman's Own Foundation

Duncan L. Niederauer
NYSE Euronext

Shelly Lazarus
Ogilvy & Mather

Renata de Camargo Nascimento
Participações Morro Vermelho

Olga Stankevicius Colpo
Participações Morro Vermelho

Robert E. Moritz
PricewaterhouseCoopers LLP

Stephen M. Case
Revolution LLC

Reuben Jeffery III
Rockefeller & Co.

Karim Khoja
Roshan / Telecom Development Company
Afghanistan Ltd.

Marc Benioff
salesforce.com

David S. Daniel
Spencer Stuart

Ursula M. Burns
Xerox Corporation

Gretchen McClain
Xylem

Special Guests
Edie Lutnick
Cantor Fitzgerald, L.P.

Jean Case
The Case Foundation

Robert Harrison
Clinton Global Initiative

Jonathan Spector
The Conference Board

Mark Kramer
FSG, Inc.

Daniel Rosentreter
FutureBrand

Frank-Jurgen Richter
Horasis: The Global Visions Community

Stanley S. Litow
IBM Corporation

Tom Kiely
McKinsey & Company

David Young
Oxford Analytica Ltd.

Joseph Cahalan
Xerox Corporation

Moderator
Chris Nurko
FutureBrand



CECP draws together and empowers senior executives of the world's leading companies to achieve unprecedented progress on societal challenges while driving business performance. Through high-powered connectivity and the platform to multiply investments in solving the world's most pressing issues, CECP is an irreplaceable tool catalyzing the forces that drive big change. For more information visit www.CorporatePhilanthropy.org.

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Save the Date
For Next Year's
Board of Boards CEO Conference
Monday February 24, 2014