

# CECP Pulse Survey

Topic: Corporate Purpose Statement  
July 2020



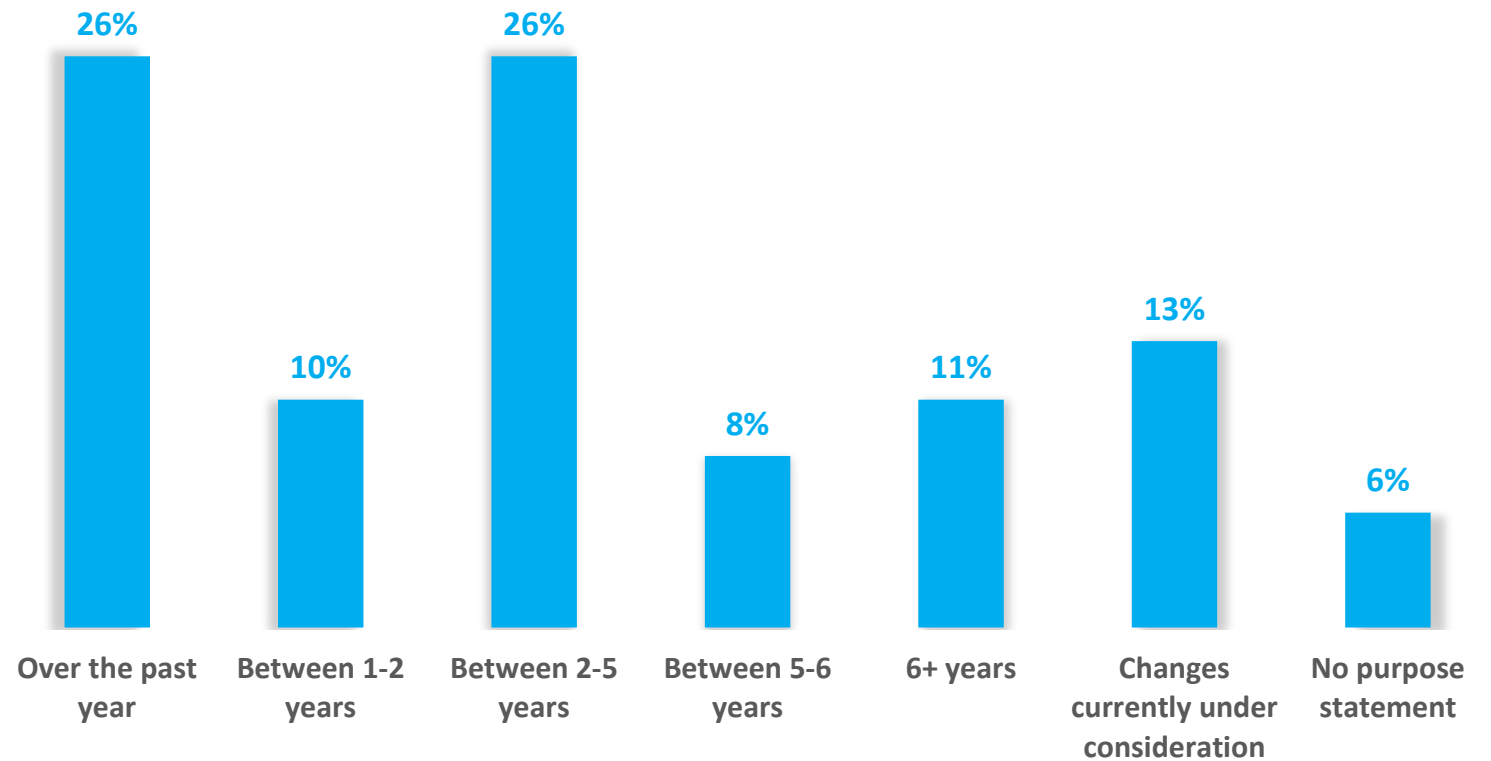
# CECP Pulse Survey Results

## Topic: Corporate Purpose Statement

CECP's Pulse Question focused on when did your company create or most recently change your corporate purpose statement.

37 respondents participated in the Pulse question below, the results are as follows:

*When did your company create or most recently change its corporate purpose statement?*



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"Results reflect data pulled on July 20, 2020. These results are drawn from a representative sample of our affiliated companies. When referencing this finding, please list the source as: Chief Executives for Corporate Purpose, Pulse Survey, July 2020. Topic: Actions taken by companies against racism, field dates: July 14 - July 20 2020."



# CECP Pulse Survey Results

## Topic: Corporate Purpose Statement

### A few detailed examples of the actions companies have taken:

- We are developing an entire new 5 year Corporate Business Strategy and the Company Purpose Statement is the New North Star.
- Enhanced to demonstrate commitment to CSR/ESG.
- Both the global CSR strategy and US CSR strategy are being revised. As part of the Global plan, they are considering a revised statement to better reflect our evolution.
- "Empowering people who build the future" is our new business purpose, created in 2017.

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