



ACCENTURE ASKED YOUNG LEADERS AROUND THE WORLD HOW DO THEY ACTIVATE MISSION & PURPOSE

VIDEO TRANSCRIPT

Make sure we're keeping the needs of the people we serve at the center and are really focused on what we think is going to make the most impact to our vision of ending hunger.

When we come out of this, that we stay true to this window of opportunity and we harness it and we change our work cultures holistically for the long run.

It's really important to have women in senior leadership positions because I feel that they can really change the culture of the organization.

In terms of retention, it has to be aligned with culture, number one, the culture that you set in your organization, and secondly, a very deliberate succession planning, particularly with young professionals.

Having a business model that is also working on giving back and on sustainable development is going to be critical.

Having the internal compass of purpose is essential. Otherwise, it's maddening to try and

work out what direction you should be heading in, and so every day checking in if you're aligned with that purpose, and if you're serving it, is essential to responsible leadership or responsible citizenship, even.

We're constantly evaluating our Why, and so this is a conversation that I have with the team, the larger team regularly is: "constantly think about your Why, the What is going to be there - we have, you know, access to resources, philanthropy, you know, great technology, things like that. But what's going to make the difference for people is Your Why, why are you doing this work? What does it mean to you?"

Thinking about responsible leadership is actually how we can encourage more self-development, and more awareness, because in getting a much broader perspective, I think that can help everybody in their day to day lives, no matter how small or how big the impact that they have. And that's really pivotal, I think, for the decade of actions as well.



The intent and the outcomes show public private partnerships, done the right way, can have impact at scale that, frankly alone, organizations, governments, individuals, struggle to do. The world is better together, and I think this year proves the world is better together in a way that hopefully will inspire us to do things more and more together for years and years to come.

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