

# PURPOSE

DAY 11/02/2025

Navigating dissent

EXECUTIVE SHORT PROGRAM:

## PURPOSE & PERFORMANCE

Defining a purpose or a strategic mission doesn't guarantee a positive environmental or societal impact, nor does it correlate into remarkable economic performance. What needs to be deployed to establish a competitive advantage, is leadership rooted in a purpose that unleashes collective action within the company. Moving from strategy to impact doesn't involve simply publishing ESG reports, but requires implementing contributive business models, governance, and organizational culture that unleash energies, reduce costs, and enhance the company's reputation with all its stakeholders. To succeed in transitioning from strategy to impact, the purpose requires specific embodiment and the activation of several levers uncovered by research at HEC Paris, which this program presents in the form of an easy-to-implement model: Clarity©

 English program

 Duration: 2 days / Dates: 6-7 November 2025

 Paris



By  
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