

## Newsletter

March 2015

### CEO's Introduction

At our last annual conference on 30th October 2014 I was able to announce that 5 major companies including Vodafone and Unilever had committed to joining the Blueprint movement.

Since then our plans have moved ahead apace:

- Eight major companies sent senior staff on our two day immersion course on 19-20 March to learn more about uncovering purpose and implementing the Blueprint principles and framework in practice.
- A coaches and consultants network held its inaugural meeting on 17th December 2014 and is now forging ahead.
- Work is underway to develop plans for a major research project on the practical impact of purpose driven businesses.
- We are working hard on growing our SME network, and further meetings bringing NGOs and businesses together on key issues.
- The Blueprint Trust was registered as a charity in November 2014. With 4 founder trustees this is the body through which the work of Blueprint for Better Business is driven and directed. We have raised £1m from charitable foundations and are now fundraising for the next phase of our work.



Our work is not about compliance or regulation and we do not have a set of pre-packaged answers. What we do have is a deep belief in the potential for change when we recognize that as human beings we are hard-wired not just for material reward, but also to seek worthwhile work and relationships of genuine respect. There is a latent potential to harness energy, inspiration and hope when productive work is grounded in a purpose to serve society and respect human dignity.

Our **Five Principles of a Purpose Driven Business** and **A Framework to Guide Decision Making** are an integrated system. Implementing them over time demands the embedding of a network of relationships which both sustain the profitability of the business and connect it with customers, suppliers, employees and the rest of society. Following the Principles and Framework will help businesses unlock their latent potential, regain trust and define and live by a purpose that serves society and respects the dignity of people.

There is a limit to what any one business can achieve alone – by coming together through the Blueprint movement, we believe businesses can help create a broader, deeper change in the market to the benefit of everyone.

To find out more please visit our website at [www.blueprintforbusiness.org](http://www.blueprintforbusiness.org) or contact us on [enquiries@blueprintforbusiness.org](mailto:enquiries@blueprintforbusiness.org).

And, if you have not already done so, please join us. Like the best things in life, it is completely free.

**Charles Wookey**  
CEO



A key activity is **Engaging with Business** and promoting the adoption of the Blueprint Principles and Framework. We now have a core group of large multinational companies committed to aligning the Blueprint Principles and Framework and a pipeline of more. A great tool in attracting more companies to join is the advocacy of committed CEOs and Chairs. Some of these have chosen to host meetings to introduce the Principles and Framework to other Chairs and CEOs. There was a Chairs' meeting in February, two CEO meetings are scheduled for March and April this year and two further meetings are planned later in the year. For more, email [Charles.Wookey@blueprintforbusiness.org](mailto:Charles.Wookey@blueprintforbusiness.org).

We ran our first course on 19-20 March attended by 8 major businesses that have either decided to align to the Principles, or are seriously considering doing so. The objective of these workshops is to give participants a deep understanding of the Principles and Framework and insights into how to uncover the Purpose of their own organisations. We are also holding courses in April, July, and September of this year.

Blueprint is also **Working with SMEs** to develop tools and materials that help address issues specific to SMEs. We are approaching SMEs via existing networks, trade associations and other groups and creating peer groups to utilise learnings from the Principles and Framework to support and aide SMEs.



The Blueprint Principles can help in **Enriching the Dialogue between Business and Investors**. We have been working with a small group of investors to test the Principles and Framework. Representatives from Blackrock, Aberdeen and Hermes have participated in these discussions and took part in panel discussions at our last two conferences looking at how the Principles could help bring long-term sustainable value creation (as opposed to short-term profit) to the fore. We are now planning a meeting with major asset owners and asset managers to further disseminate and explore the Principles and Framework.

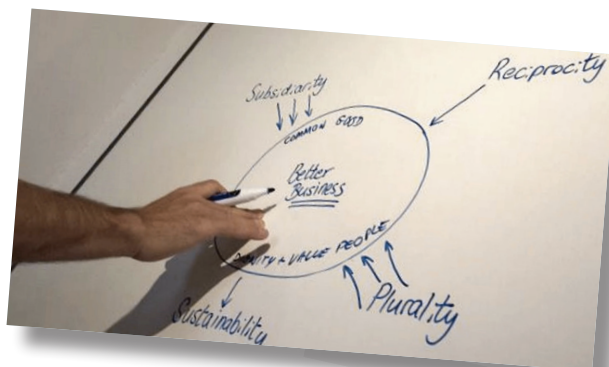


We are **Building a Network of Coaches and Consultants** who wish to use Blueprint in their work with their clients. We held an initial meeting in December 2014 and received a lot of enthusiasm from the coaches and consultants. In February we held a further face-to-face meeting and have created an accelerator sub-group which has regular conference calls. We have established an online forum to allow the coaches and consultants to share learnings and experience with the Blueprint Principles and Framework and we are holding a series of workshops for the coaches and consultants with the first taking place in April. For more, email [Ellie.Bowden@blueprintforbusiness.org](mailto:Ellie.Bowden@blueprintforbusiness.org).



The Blueprint movement is in a unique position to **Create Dialogue between Civil Society and Business**. We have engaged with a number of NGOs and are now planning to use our convening power to host meetings with business, NGOs and other interested parties to explore specific issues using the Blueprint Principles, starting with employment issues and the supply chain. We have established an interfaith group that meets 2-3 times a year to discuss topics including greed, the fragmented life, debt, forgiveness and mindfulness.

We have liaised with organisations such as BITC, Tomorrows Company, Good Corporation and other groups and organisations working to promote responsible business. For more, email [Soulla.Kyriacou@blueprintforbusiness.org](mailto:Soulla.Kyriacou@blueprintforbusiness.org).



A **Research** Group led by Professor Rebecca Henderson of Harvard University has been established. This team plans to involve further academics in a 3-5 years study. The study aims to capture and publish learnings from the journey of committed companies as they define and live by a purpose that both serves society and respects the dignity of the human person.



We drew in a broad range of speakers to our 2014 **Conference** from **John Kay** (academic and journalist), **Professor Rebecca Henderson** (Harvard Business School) to **Mike Rake** (President of the CBI) and **Paul Polman** (CEO of Unilever). The conference focussed on all aspects of **Putting Purpose into Practice**. Our next conference will be in spring 2016.

## 2015 Calendar of Events

<b>March</b>	Coaches & Consultants Network meeting - London Immersion Workshop, Harris Manchester College, Oxford CEOs Forum Interfaith group meeting
<b>April</b>	Immersion Workshop, Murray Edwards College, Cambridge CEOs Forum
<b>May</b>	Coaches & Consultants Network meeting - London
<b>June</b>	Purpose 'share fair' – London Interfaith group meeting
<b>July</b>	Immersion Workshop, Harris Manchester College, Oxford CEOs Forum Topic specific roundtable for companies, NGOs & other stakeholders
<b>September</b>	Immersion Workshop, Murray Edwards College, Cambridge` Interfaith Group meeting Immersion workshop follow up meeting
<b>October</b>	Coaches & Consultants Network meeting - London Immersion workshop follow up meeting
<b>November</b>	Coaches & Consultants Network meeting - London Topic specific roundtable for companies, NGOs & other stakeholders
<b>December</b>	Coaches & Consultants Network meeting - London
<b>Dates tbc</b>	Workshops for SMEs

If you are interested in more information on any of these events please contact  
[Jeanette.Lacy-Scott@blueprintforbusiness.org](mailto:Jeanette.Lacy-Scott@blueprintforbusiness.org)



## Contact Us

If you have any ideas on how you would like to continue to contribute or if you think we can help you within your own organisation please contact us on: [enquiries@blueprintforbusiness.org](mailto:enquiries@blueprintforbusiness.org)