

Focused on quarterly earnings

**INVESTORS** 

**BUSINESSES** 

Focused on bottom line & shareholder value

Inen

M&A Leveraging/
Revenue Growth
Efficiencies
Innovation
Retention

Leveraging/
Deleveraging

Brand Recognition
Philanthropy
Volunteerism



Climate Change Risk

Risk Mitigation

Millenials

Social Priorities

Mega Data

ta COVID-19

DE&I Transparency Engagement
Purpose Brand Reputation Sustainability
ESG Revenue Growth
Collaboration Risk Aversion Good

**INVESTORS** 

Realize more value w/ companies focused on sustainability

**ENVIRONMENT** 

Improves when sustainability is at core of business

**EMPLOYEES** 

Expect culture of tolerance and doing good

**CUSTOMERS** 

Choose brand purpose over product/price

**CURRAN & CONNORS, INC. 2020**