



BUSINESS FUTURES: TREND 3: SUSTAINABLE PURPOSE

VIDEO TRANSCRIPT

While leaders acknowledge the value of stakeholder-driven corporate purpose, some struggle to match their rhetoric with results. Closing this “intention-delivery” gap reaps significant long-term rewards for all stakeholders. We call this Signal: Sustainable Purpose.

Leading organizations are embedding authentic, stakeholder-centric purpose into their core, while adding accountability to deliver that purpose across the full ecosystem—and making social responsibility sustainable.

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