

Leadership as strategy II:
leadership for impact



Purpose of this session

- ◆ To provide an opportunity to explore the goals and purpose of leadership, and how this impacts on our approach to business



Edelman Trust Barometer

2023 Edelman Trust Barometer

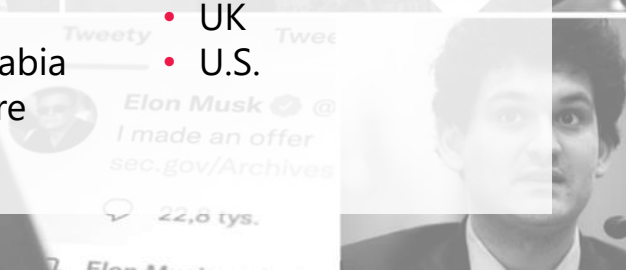
Global Report

◆ Annual trust and credibility survey

◆ 32,000 respondents from 28

countries

- Argentina
- Australia
- Brazil
- Canada
- China
- Colombia
- France
- Germany
- India
- Indonesia
- Ireland
- Italy
- Japan
- Kenya
- Malaysia
- Mexico
- Nigeria
- Saudi Arabia
- Singapore
- S. Africa
- S. Korea
- Spain
- Sweden
- Thailand
- The Netherlands
- UAE
- UK
- U.S.



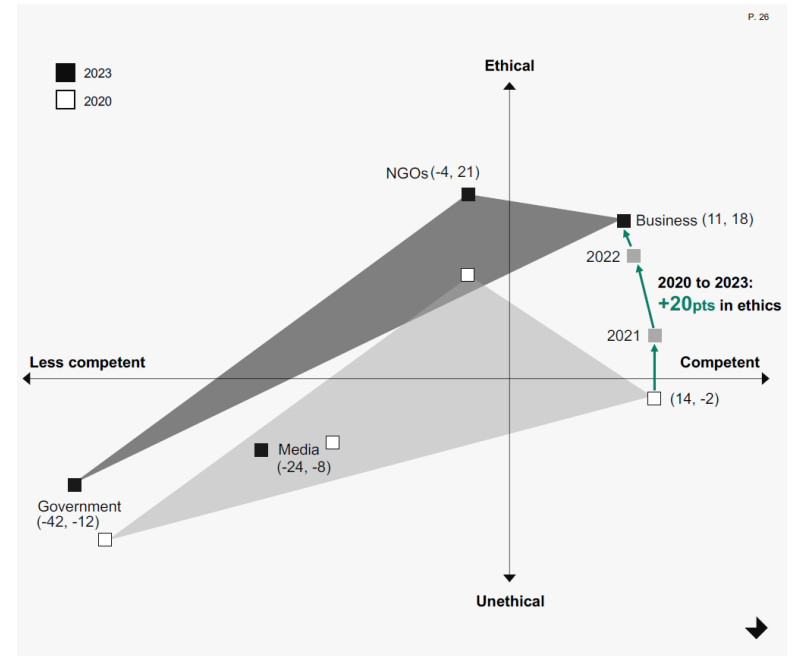


Key findings

01

Business is seen as competent and ethical

Business has increased its ethics score for the third straight year, rising 19 points since 2020. It is the only institution viewed as both competent and ethical.



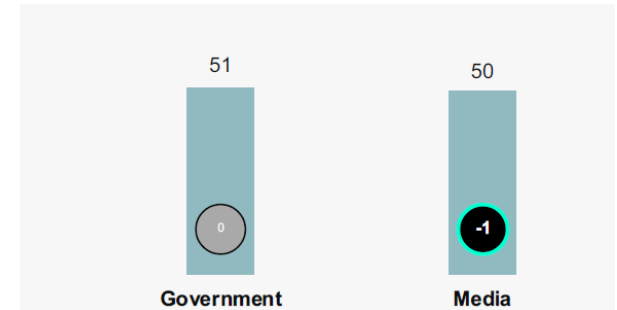
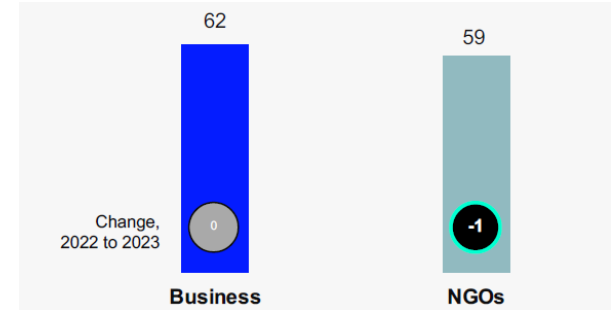


Key findings

02

Institutional imbalance

Globally, there is an 12-point gap between trust in business and trust in government: Sixty-two percent trust business while only 50 percent trust government.





Key findings

08 People want business to do more

People say business should do more, not less, to address issues like climate change, economic inequality and workforce reskilling.

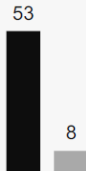
On addressing each **societal issue**, business is

not doing enough overstepping

Multiplier
not doing enough vs overstepping

Climate change

6.5x



Economic inequality

6.5x



Energy shortages

6.5x



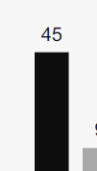
Healthcare access

6.5x



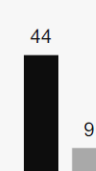
Trustworthy information

5x



Workforce reskilling

5x





Where we have come to

“Societal leadership is now a core function of business”



“The social responsibility of business is to increase its profits”



What is your experience?

- ◆ Does this reflect what you see happening in Taiwan?



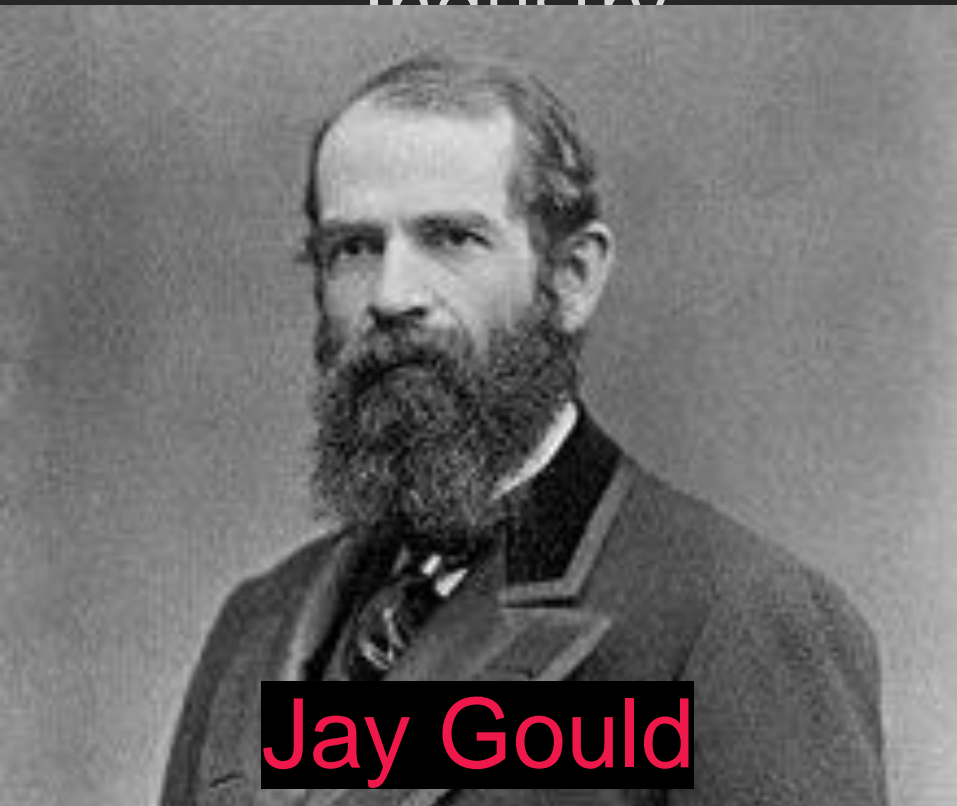
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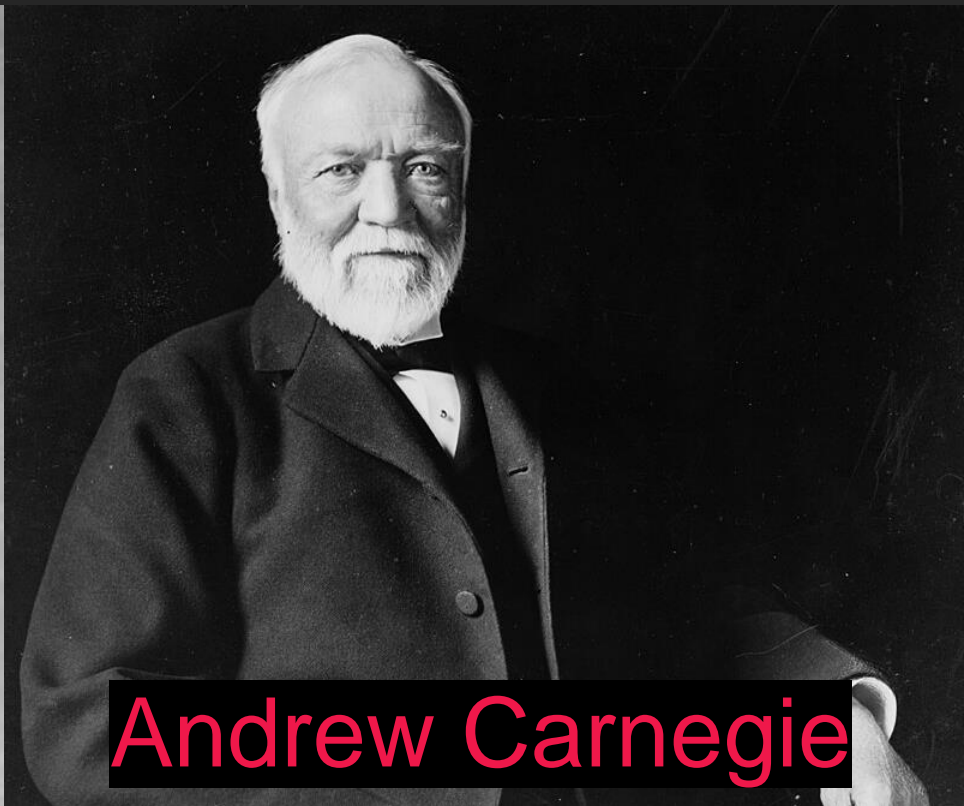
Impact



Robber Barons and Captains of Industry



Jay Gould



Andrew Carnegie

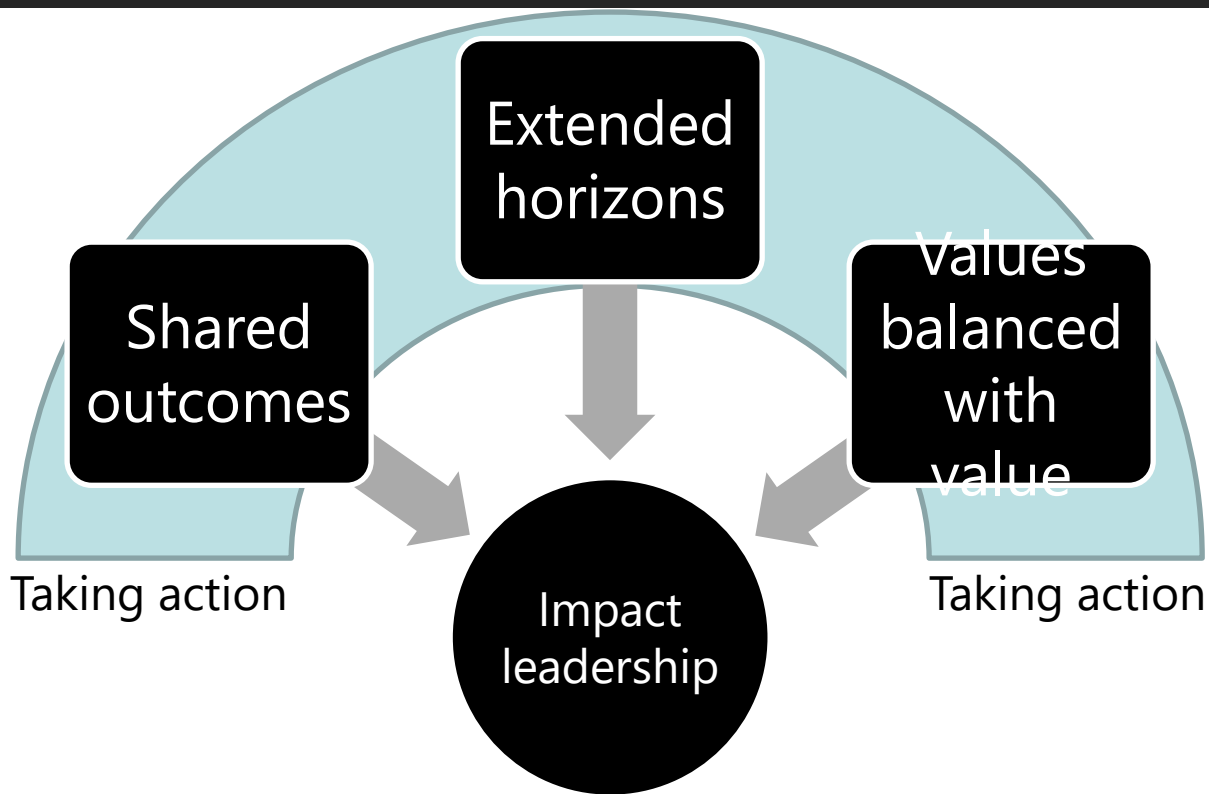
Finite game



Infinite game

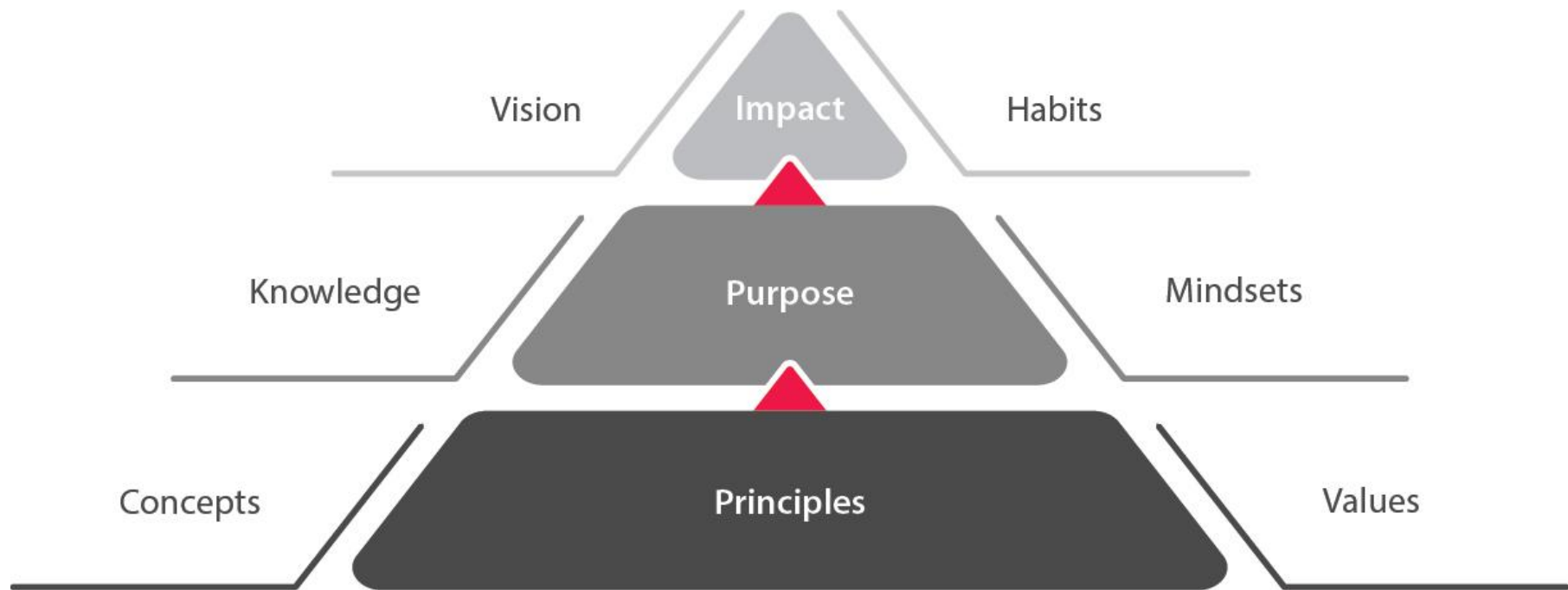


Impact Leadership



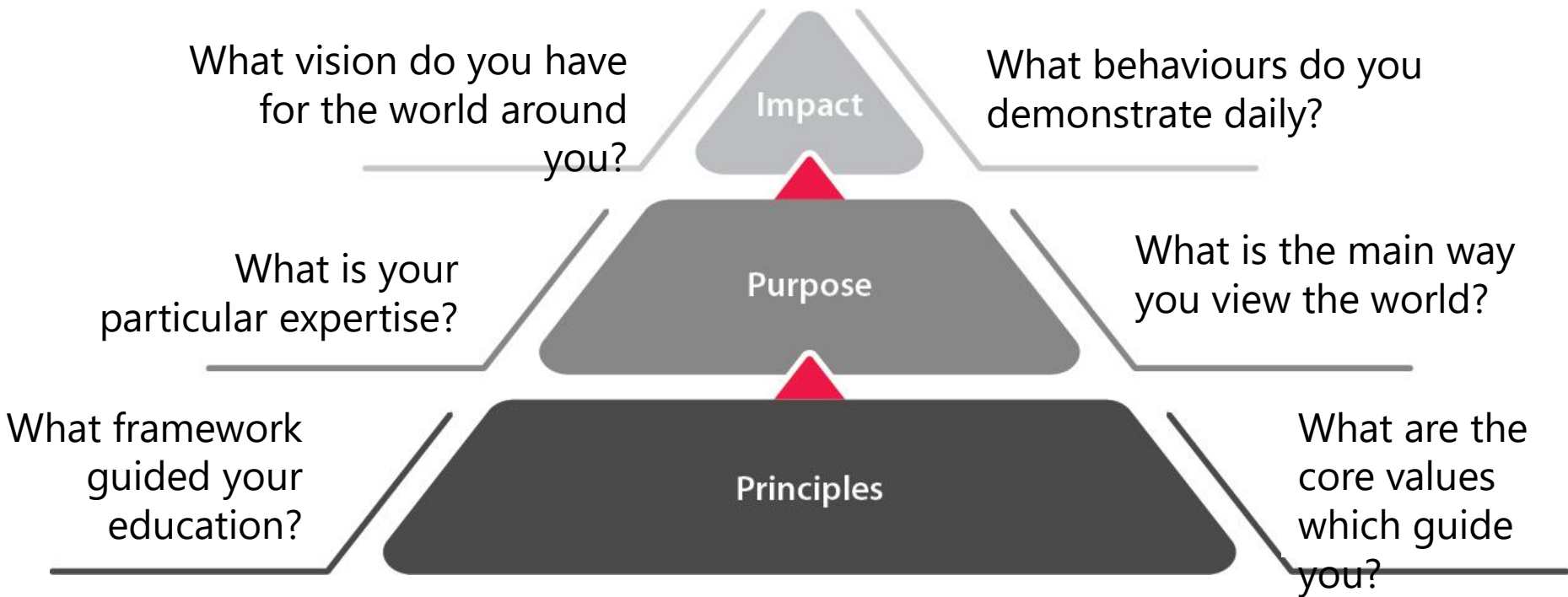


→ The pathway to leadership



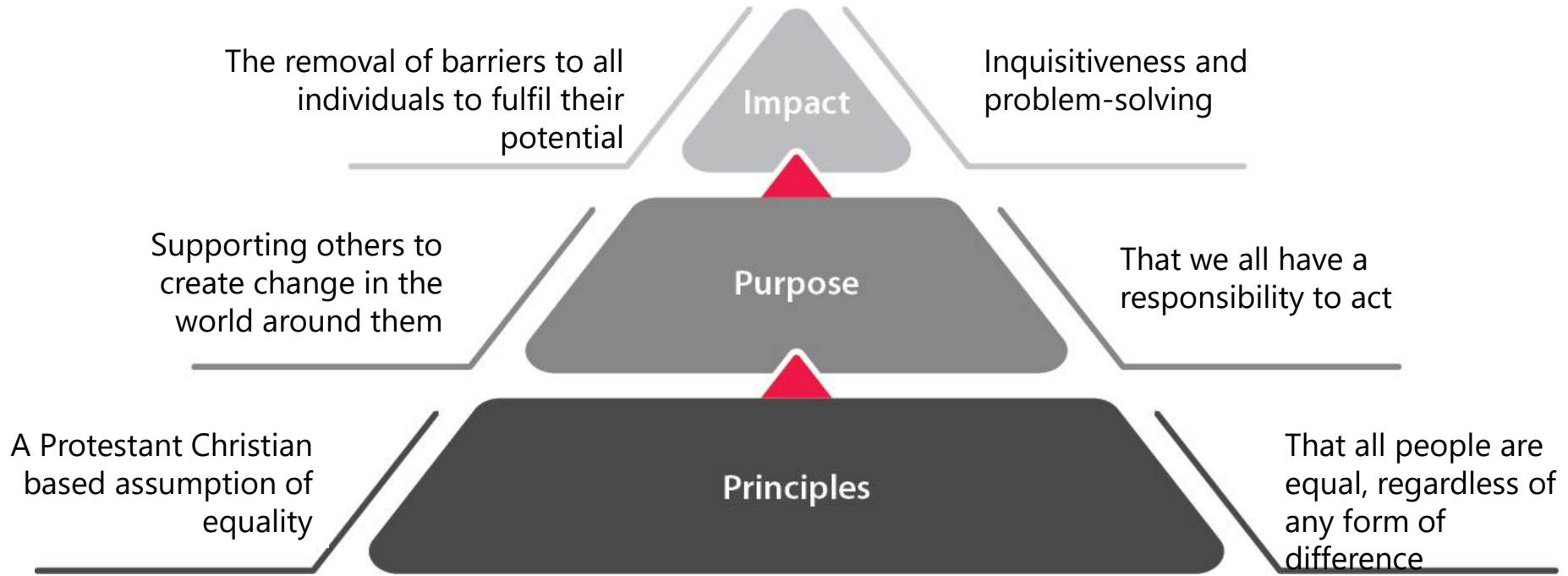


Auditing your impact potential





→ My audit

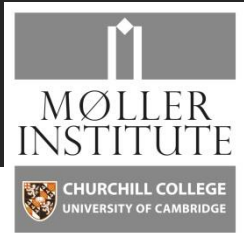




Choosing impact

- ◆ To be impactful requires conscious action – it is not an accidental outcome but the sum of intent, action, and awareness.
- ◆ It requires a perspective on the world which makes you see the potential for positive development across a spectrum and to have a desire to see growth occur in each of these.





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