

CONFERENCE AGENDA | Oct 29th



**MEASURING
PURPOSE**

Time	Speaker	Topic	Details
9:00 AM	Alina Sanchez	Welcome Remarks	Opening remarks
9:10 AM	Dr. John Izzo	The Purpose Revolution	Leaders will learn to transform their corporate culture so they can succeed in the midst of this Purpose Revolution
9:30 AM	Lisa Shufro	Measuring What Matters	Transform your business by bringing purpose into the core of your goal setting
9:50 AM		The Role of Purpose in Your Organization	Share how purpose functions in your organization and how you are planning to build back better (Breakout Session)
10:00 AM	Jeffrey Hollender, Dave Rapaport, Jennifer Silbert, Stephanie Choi & Skya Nelson	Ideas to Steal	Stories and case studies from inspired leaders and circular economy companies
11:20 AM		Break	Use this time for a refreshment
11:30 AM	Haider Nazar, Dr. Cindy Lin, Bob Willard & Adam Garfunkel	Purpose Tracking Panel	Leading data tracking experts share different methods and approaches to measuring purpose – from how to do-it-yourself to fully outsourcing it
12:15 PM		Purpose Tracking Tools Workshop	Four (4) Tracks to Choose From
	Dr. Cindy Lin	<i>Decoding Purpose into Data for Small and Medium Businesses</i>	Deep dive into the data impact metrics that any business can adopt to identify their own positive sustainable footprint.
	Bob Willard	<i>3-in-1 Sustainability Assessment Toolkit</i>	Combining the power of Environmental, Social, and Corporate Governance (ESG) with Sustainable Development Goals (SDGs), and Integrated Reporting (IR)
	Adam Garfunkel	<i>B Corp Certification Made Simple</i>	Come learn how B Corp can work for your company. Case studies will be shared. Questions will be answered.
	Samira Khan	<i>Unleashing Stakeholder Capital to Drive Greater Corporate Purpose</i>	Explore how Salesforce is on a journey to better manage its impact and operationalize purpose including a best practices workshop on the Salesforce.org Community Impact Report 2020.
12:15 PM		Networking Breakouts & 1-on-1	
1:30 PM	Brad Sparks	Thinking Like a CFO	Talk to C-suite about sustainability in a way that is familiar to them and use integrated thinking to elevate your work
2:00 PM	Haider Nazar & Brad Sparks	Purpose in Financial Terms	How to make sure you are connecting your impact to what your company is already reporting.
2:30 PM		Break	Use this time for a refreshment
2:40 PM	Mike Rowlands	How Purpose Defines Us and Breakouts	How to define purpose for yourself and tie that to the work that you do to create a rich and meaningful life. After a full day of ideas and tools, here's where it comes together to create actions that will transform your work and our world.
3:25 PM	Alina Sanchez	Closing Remarks	
3:30 PM		Networking - Happy Hour	Mingle in groups or 1-1 in video chat