



ASIA CORPORATE LEADERSHIP COUNCIL OF SINGAPORE

Advancing Corporate Purpose performance in Asia by building future fluency and stewardship on issues central to the progress of business and society.

This Council will authoritatively inform members on critical stakeholder issues, define cogent calls-to-action, and establish best-practices in Corporate Purpose for Asia.

THE NEED

CEOs and Board Directors of multinational companies in Asia face daunting uncertainties in the regional business environment that are both contemporary and forthcoming.

COVID-19 has changed the world, exposing myriad institutional and societal weaknesses, and forcing a comprehensive reimagining of work, public life, and civic engagement. While the pandemic clearly offers opportunities to reset and reform over the long-term, it is exacerbating numerous polarities in the business environment that were already in motion pre-COVID.

Competition between the US and China is dividing markets; and, in most countries, partisan political divides are making policy environments more unpredictable and volatile. On the horizon, disruptive technologies and techno-trade tensions are creating immense operational challenges. Environmental sustainability imperatives are undeniable everywhere. Meanwhile, demographic shifts and wealth inequality are reshaping consumption and workforce dynamics, often fueling societal tensions.

The public's expectations for sound governance, strong corporate citizenship and environmental protection are rising fast. Amidst this maelstrom, business is on call to provide intellectual, moral and ethical leadership.

Profitability, good conduct and compliance are no longer the mainstay performance benchmarks. Safeguarding public welfare is a new and soon-to-be paramount measurable.

Business must act in setting higher goal posts for strategy and risk management functions and in establishing fully fledged corporate purpose functions that demonstrably and continuously improve stakeholder welfare. First mover advantages await those with the ability to execute ahead of the curve.

Looking forward, exceptional future sensing and excellence in the field of Corporate Purpose are the critical success factors for CEOs and their Boards and Asia.

THE SOLUTION

The **Asia Corporate Leadership Council** is designed to advance the knowledge of Asia-based CEOs and Board Directors on forefront issues and corporate purpose best practices to ensure they are well informed and equipped to successfully confront emergent business challenges.

The **Asia Corporate Leadership Council** brings together the combined capabilities of The Conference Board, Inside Asia Advisors and The Center for Creative Leadership (CCL) to offer the unique combination of expertise and resources needed to accomplish the ambitious remit of this Council.

MEMBER PROFILE

CEOs, Chairmen/women and Executive Directors of multinational companies in Singapore and Southeast Asia.

PROGRAM LEADERSHIP



Steve Stine
Program Director
CEO
Inside Asia Advisors



David Hoffman
Program Chair
Senior VP-Asia
The Conference Board



Sunil Puri
Research Lead
Head of Research
CCL Asia



The Conference Board is a global, 104-year-old, member-focused thinktank that provides trusted insights for what's ahead. Conferenced Board research, thought leadership and experiential programs are prized by senior-most executives worldwide.



Inside Asia Advisors is a C-Suite advisory and leadership development firm and creator of the Inside Asia podcast - Asia's largest business-focused podcast on Asia, in Asia



Center for Creative Leadership

The Center for Creative Leadership (CCL) is one of the world's foremost leadership and people development organizations. Its mission is to advance the understanding, practice and development of leadership for the benefit of society worldwide.



THE COUNCIL PROGRAM

The Asia Corporate Leadership Council program delivers foresights via vanguard research and thought leadership, as well as deep interaction with experts and among members.

Council Convenings

Council Meetings – Six, 2- to 3-hour, Council meetings per year featuring: research briefings; expert panels; facilitated round-robin and break-out discussions; and member case studies and peer-assist exercises. Meetings will focus on dimensioning key components of the “purpose-driven” agenda across stakeholder groups: employees, customers, communities, environment, and investors. Council meetings will be held under Chatham House Rules.

Alchemy Dialogues – Quarterly Alchemy Dialogues will bring together Council members, thought leaders and special guests for unique and immersive conversations that expand member mindfulness about the behavioural, societal, and civilizational issues that are shaping the corporate purpose playing field. These four discussions will be to the “right brain” (creative, artistic) what the formal six Council meetings are to the “left brain” (analytical, methodical).

Thought Leadership

The Asia Corporate Leadership Council (ACLC) is agenda driven and research led. It features a continuous primary research program designed to:

- Illuminate key corporate purpose imperatives, issues, and challenges.
- Identify tools and methods for, and pathways to, corporate purpose excellence.
- Factually inform the public dialogue on the topic of corporate purpose.

The research program includes (*see separate Research Agenda document for full details)

Corporate Purpose Assessment – A 90-minute, one-on-one Corporate Purpose Assessment to help you identify and remedy the key gaps in your corporate purpose agenda. Our Program Director will walk you through a structured preparedness assessment and provide you with qualified feedback within the first two months of your joining the Council.

The Future Fluent Brief – A bi-monthly compendium of thought leadership, news, and resources to keep Council members abreast of leading-edge developments in the corporate purpose space. The brief will provide a synthesis of notable scholarship, research reports and media pieces on the topic of corporate purpose, and distil out key insights for quick learning by Members.

Annual Focal Research Project(s) – The research program will start by establishing the status of corporate purpose development in Asia. This will include: benchmarking the

FOR MORE INFORMATION

David Hoffman | david.hoffman@tcb.org
Steve Stine | steve.stine@tcb.org

www.conferenceboard.org/asia/

THE COUNCIL MANDATE

The Council will define, exemplify, and promote best practices in corporate purpose for Asia.

Via Expert Input and Dedicated Research – It will authoritatively describe and dimension highly uncertain future business environment challenges for Asia – technological, societal, environmental, political, etc. – separating fact from fiction, and enhancing the sense making capabilities of members.

Via Confidential Peer Exchange and Debate – It will identify, and estimate the timing for, foreseeable stakeholder impacts and expectations, and corresponding corporate purpose and stewardship imperatives.

Via Facilitated Group Brainstorming – It will define CEO and Board “calls-to-action” on critical future challenges; and, more broadly, on how to define, organize and implement successful corporate purpose transformations.

Via Strategic Outreach – It will disseminate good ideas publicly to effect positive change – when appropriate, working with Singapore government, ASEAN, and other channels to amplify selected ideas Asia-wide.

status corporate purpose activity and trends in Singapore and Southeast Asia; comparing corporate purpose maturity in Asia with global best practice. Identify key gaps and opportunities for accelerated progress.

Corporate Purpose Monitor – A dashboard developed via AI-based data collection and big data analytical tools that identifies, tracks, and qualifies key drivers in the rapidly emerging purpose-driven eco-system in Asia.

TCB.org Access – ACLC Members will get access to the all the global research and data resources of The Conference Board via TCB.org. Membership in the Council included three TCB.org accesses, one for you and two for your specified designates (www.tcb.org). . . .and more...

Public Outreach

The Council will undertake programmatic Public Relations, both via traditional channels and social media, to promote the awareness and prominence of the Council. Members will have the opportunity to feature in these activities on a voluntary basis.

Calls to Action

It is proposed that the Council group, or a subset thereof, commit to some coordinated projects in service of selected stakeholders in Asia that exemplify corporate purpose in action.