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 its members on critical future issues, define cogent calls-to-action and establish best-practices in Corporate Purpose.

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. The competition between the US and China is dividing markets; and, in most countries, partisan political divides are making policy environments more unpredictable and volatile. Regional cohesion is at risk, and businesses will need to be increasingly proactive in helping policy makers forge new and improved institutional constructs for the region.

On the horizon, disruptive technologies, cybersecurity and data risks, and techno-trade tensions are creating immense challenges. Environmental sustainability imperatives are undeniable everywhere. Meanwhile, demographic shifts and wealth inequality are reshaping consumption and workforce dynamics and creating societal tensions. The public’s expectations for sound governance, strong corporate citizenship and environmental protection are rising fast. Amidst these issues, business is on call to provide intellectual, moral and ethical leadership.

Profitability, good practice and sound compliance are no longer the mainstay performance benchmarks. Safeguarding public welfare is a new measurable and will soon become paramount. Business hazards associated with these risks require new and higher goal posts for the strategy and risk management functions—and the establishment of fully fledged corporate purpose functions. First mover advantages await those with the ability to execute ahead.

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

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. Many of these issues – e.g. the impact of AI on job displacement, US-China bifurcation, climate change – are arguably imponderable. This does not mean they can be ignored.

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 COUNCIL EXPERIENCE

The Asia Corporate Leadership Council program delivers foresights via immersive peer-meetings, vanguard research and thought leadership, and deep interaction with experts.

Council Convenings

Three, half- to full-day in-person meetings per year including working luncheons or dinners. Discussions held under Chatham House Rules and expertly guided by the critical and objective facilitation of Council Program Directors. Sanitized insight summaries are prepared by Program Directors for member reference and internal use.

Meetings typically focus on one issue per session, identified and prioritized by members. General session format:

1. **Issue Framing**: A short presentation of key premises, observations and research insights from Council Program Directors. A read-out of member polling results on the issue. Group Q&A and discussion.

2. **Expert Interview or Moderated Panel**: Recognized topic experts are pressed to opine and answer the hard questions. Group Q&A and debate.

3. **Member Roundtable**: Facilitated peer sharing, reflection on key issues and insights. Collective formulation of calls to action.

Quarterly Dinner Salons

Quarterly dinner events meet the need for informal roundtable dinner conversations with fellow CEOs and Board members. Dinners comprise casual but structured discussions on topics tabled by members, and are enabled by expert facilitation and a Chatham House setting.

Thought Leadership

The Council program delivers Asia-specific insights central to the effective, forward-looking leadership of member companies delivered to members in a number of value-adding formats, including:

- **Monthly Insight Digest**: Monthly newsletter that highlights issues of central concern to the Council.
- **Asia Leaders Podcast**: Podcast addressing high priority, future-oriented topics for Asia CEOs and Board Directors, acknowledging Council input on topics, themes and narratives where appropriate. ([www.insideasiapodcast.com](http://www.insideasiapodcast.com))
- **Conference Board Research Portfolio**: Access to the unparalleled thought leadership and data resources of The Conference Board globally. Insight products are specifically designed to help companies develop their people, improve employee performance, and inform better planning and execution, from senior levels down to line staff. ([www.conference-board.org](http://www.conference-board.org))
- **CCL Research Portfolio**: Access to the largest leadership research database in the world, based on CCL’s 50 years conducting original scientific research in the field. ([https://www.ccl.org](https://www.ccl.org)).
- **Annual Research Working Group Projects**: Members are invited to input and participate in select research projects of The Conference Board and CCL, including contributing to surveys, comparative analyses and case study development. Members may also engage in outreach and the dissemination of research findings via their respective networks.

2020 SCHEDULE (TBD)

**Council Session**
- April 9
- July
- December

**Council Salon Dinners**
- May
- August
- October

FOR MORE INFORMATION

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