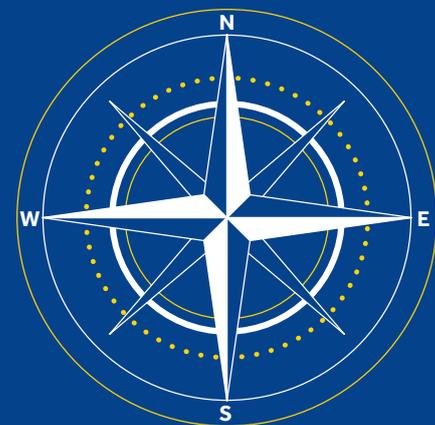


# The Power of Purpose

How Purpose Can Build Reputations,  
Drive Organisational Performance and  
Create Positive Outcomes for Society

Thursday 31 October 2019 | 16th Annual Conference



## Agenda

09:00	<b>Registration</b>
09:30	<b>Welcome and Introduction:</b> <b>Kevin Money</b> and <b>Professor Carola Hillenbrand</b> ; Co-Directors, John Madejski Centre for Reputation
09:45	<b>Keynote Address:</b> 'Purpose and My Leadership Journey: How Purpose Has Guided Me in Good Times and in Times of Crisis' <b>Sir Victor Blank</b> ; former Chairman, Lloyds Banking Group
10:45	'How Purpose Drives Stakeholder Engagement' <b>Geoff Hobbin</b> ; Canon
11:30	<b>Break: tea/coffee</b>
12:00	'Helping People to Discover and Implement their Purpose: Insights from the BE REEL Project in The Gambia' <b>Dr Nikki Swan</b> and <b>Dr Trevor Long</b>
12:45	'The Everyday Leader and Purpose: A Personal Reflection on the Positive Impacts of the JMCR Conference over the Years' <b>John Cross</b> ; author, <i>The Everyday Leader</i>
13:00	<b>Lunch</b>
14:00	<b>Keynote address:</b> 'How Purpose Drives Business and the Charity Sector: Insights from the British Museum and the Financial Times' <b>Sir Richard Lambert</b> ; Chair, British Museum and former Editor, FT
15:00	'Purpose and Reputation' <b>Professor Jeff French</b> ; CEO, Strategic Social Marketing Ltd and Visiting Professor, University of Brighton
15:45	<b>Break: tea/coffee</b>
16:15	<b>Wrap up and panel discussion</b> Chaired by <b>Bjorn Edlund</b> , <b>Jeff French</b> , <b>Steve Pain</b> , <b>Nikki Swan</b> , <b>William Richmond-Coggan</b> and <b>Kevin Money</b>
17:00	<b>Depart</b>

## Book online: [hly.ac/jmcr-conf-19](http://hly.ac/jmcr-conf-19)

### Fees (+VAT)

Standard rate	£275
Two attendees from one organisation	£400
Alumni, and Henley centre members	£200

*Price includes lunch and refreshments*

### This year's conference explores the power of purpose in organisations.

Each speaker will explain how purpose has influenced them and their organisations, and how they first developed, and then stayed true to, their defining purpose. They will also consider insights into how purpose can help build reputation, drive performance and create positive outcomes for society.

The keynote speakers will be **Sir Victor Blank**, who as former Chairman of Lloyds Banking Group will reflect on how purpose can drive the world of business in times of crisis and plenty; and **Sir Richard Lambert**, Chairman of the British Museum and former Director General of the CBI, who will illustrate how purpose can be leveraged for good in the non-profit sector.

Each of our exceptional guest speakers will consider questions related to personal and organisational purpose from their own experiences and sectors. The conference will close with an interactive panel discussion, summarising insights from the day and suggesting future trends, as well as the possible opportunities and potential risks for organisations.

# Bios and Summary of Contributions



**Professor Carola Hillenbrand** is Academic Director of the John Madejski Centre for Reputation, Research Division Leader for the School of Marketing and

Reputation, and Professor of Organisational Psychology at Henley Business School. Her research has won a number of international awards, including the *Keith MacMillan Research Prize* in 2009, and in 2013 the prestigious *Jean Perrien Award for Best Paper in Financial Services* in Canada and the *Emerald Literati Network Highly Commended Paper Award*.



**Professor Kevin Money** is Director of the John Madejski Centre for Reputation. He is a Chartered Psychologist and

Professor of Reputation and Responsible Leadership. Focusing on understanding how people and organisations build functional relationships, Kevin has published widely in leading academic journals. His work has had practical impact in organisations such as Unilever and the UK Cabinet Office.



**Sir Victor Blank** is a leading businessman and philanthropist. He has been chairman of a number of major companies, latterly of Lloyds Banking Group, and

has a number of advisory and philanthropic roles. He chairs the Development Board of The British Academy, chairs the Strategy and Development Committee of F W de Klerk's Global Leadership Foundation and chairs the European Advisory Board of the Cheung Kong Graduate School of Business. He is Chairman of the Charity Wellbeing of Women, the leading early stage funder of women's health in the UK, Chairman of Rothschild Foundation (Hanadiv) Europe, Vice-President of the Jewish Leadership Council and Honorary President of the Union of Jewish Students.



**Dr Nicola Swan** specialises in the field of sustainable development in communities, on the development of financially sustainable micro/small businesses and

multistakeholder engagement. Bringing an array of experience from having lived and worked in many countries around the world, voluntary activities and interests cover sustainability, health, education and society from a management and community viewpoint. Her academic interests focus on corporate social responsibility and stakeholder management, particularly as both are implemented in developing and emerging economies.



**Dr Trevor Long** works extensively with organisations in a variety of sectors to develop business effectiveness through their people. Over 30 years he

has devised and presented state-of-the-art qualification and practical in-company development programmes in leadership, management, change, strategy, personal development and interpersonal skills. In recent years Trevor and his wife, Nikki, have set up a charity to help alleviate poverty in The Gambia through training programmes that help people to establish microbusinesses to support their families and rural communities.



**Geoff Hobbin** is responsible for driving a large sales team for Canon's Professional Print business across Europe, Middle East and Africa, who strive to become the

leading supplier to the professional print market across EMEA. He has over 25 years of corporate and SME business management experience along with significant printing and communications industry knowledge - as a customer, a business owner and as a supplier. He continues to be passionate about Canon and the printing industry and works closely with an international network of like-minded customers and communications industry specialists in pursuit of 'kaizen'. (Japanese word: In business, kaizen refers to activities that continuously improve all functions and involve all employees from the CEO to the assembly line workers.)



**John Cross** is an author and executive coach who has spent nearly 20 years as a leadership and management consultant to large public and private sector organisations.

He has designed learning and development programmes for middle managers and senior executives, and delivered them around the world to major corporations in the Americas, the Far East, Middle East and Europe. In collaboration with his co-authors, John wrote *The Little Black Book for Managers*, published in 2013 and available in three languages. With his same friends, he wrote *The Everyday Leader*, which was published in 2019.



**Sir Richard Lambert** is Chairman of the British Museum and of Bloomsbury Publishing. He was Editor of the *Financial Times* from

1991 to 2001; a member of the Bank of England Monetary Policy Committee from 2003 to 2006; Director General of the CBI from 2006 to 2011; and senior independent member of the Foreign and Commonwealth Office's Supervisory Board from 2012 to 2017. He served as Chancellor of the University of Warwick from 2008 to 2016.



**Professor Jeff French** is a global thought leader in the fields of behavioural influence, social marketing, social communication and citizen-focused programme

planning and evaluation. Jeff is a Visiting Professor at the University of Brighton and a Fellow at King's College London university, and teaches at four other universities on a regular basis. Previously Director of Policy and Communication at the UK Health Development Agency and a senior civil servant in the UK Department of Health, in 2004 Jeff led the UK government review of social marketing and set up the National Social Marketing Centre in 2005. In 2009, Jeff became the CEO of Strategic Social Marketing.

For more information, please contact:

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