



Benevity Webinar | Nov. 2 2022

The State of Corporate Purpose: *Putting Data Into Action*

Our panelists shared the top trends of the future of corporate purpose and ideas for creating a purpose-driven culture to engage and retains your people.

This webinar also provided insight to the strategies of groundbreaking companies which discuss how to amplify your impact on social, environmental and cultural issues.

[Read The State of Corporate Purpose 2022](#)

Featured Panelists



[Sona Khosla](#)

Chief Impact Officer, Benevity



[Lauren Smith \(Moderator\)](#)

Manager, Client Success, Benevity

Key Themes

- The top five trends of corporate purpose include: businesses stepping up in times of need, the Great Resignation is the Great Search for Purpose, employee-led action on DEI&B is changing corporate culture, the future of corporate philanthropy is stakeholder philanthropy and ESG is how shareholders understand purpose.
- More companies are tracking micro actions “acts of kindness” as volunteering.
- Employees are 52% less likely to leave the company if they have employee engagement programs.
- Consumers and employees want more of a say where corporations give back to.

Key Takeaways

- Leverage your DEI&B groups and ERGs to strengthen bonds with remote works to create a sense of culture and belonging.
- Understand our role in ESG reporting can also be driving positive impact through people and partnerships and not always through data and reporting.
- Connect nonprofits with your ESG priorities by leveraging ERGs and demonstrating your peoples passions to your nonprofit partners.
- Take micro steps to build a purpose-driven culture such as meeting people where they're at and through active listening.

Watch the on-demand webinar
**[The State of Corporate Purpose: Putting
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