



The Future of The Future



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

The Future of the Future with Game Changers, Presented by SAP
Archives Available
February 27th 2018: Your North Star: Becoming A Purposeful Company

The buzz: “What makes some companies wildly successful while others flop? Starting and surviving in today’s economy is hard, but the companies that figure it out have something in common: the pursuit of purpose, alongside the pursuit of profit” (Sherry Hakimi, fastcompany.com). How can your company navigate this chaotic world? Become a purpose-infused and experience-led organization, then activate your inspiring North Star beyond driving profits and shareholder value. An EY Beacon Institute study found that “a clearly articulated, [and activated] purpose helps organizations survive and thrive.

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Featured Guests



Jeff Stier

Jeff Stier has over 25 years of experience in customer experience transformation, purpose-led organizational change, entrepreneurial leadership; and digital, mobile and social innovation.

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Shelley McKinley

Shelley McKinley is currently the head of Microsoft’s Technology and Corporate Responsibility team, working to advance Microsoft’s mission by making the opportunities of the rapidly evolving digital economy accessible to everyone.

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Jim Sullivan

Jim Sullivan is responsible for ensuring SAP’s vision to ‘help the world run better and improve people’s lives’ empowers our customers to solve some of the world’s biggest economic, environmental and societal issues via SAP’s collaborative network and technology solutions.

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