

(DOWNLOAD) From Pledges to Progress: The Pressure is On



2020 was the year of the Capital P: pandemic, polarized politics and protests. It was also a seminal moment for businesses to reflect on who they are and where they are going – to really understand their moral compass and get serious about their corporate purpose. Over the last 18 months, we have seen purpose pressure tested by stakeholders and society like never before – it has led to it being redefined, refocused and realigned.

Earlier this year, **Red Havas** released a white paper called *From Pledges to Progress* that they have recently refreshed to keep current. In it,

they look at how expectations from stakeholders – both internal and external – have changed forever and how simply making pledges to be better no longer cuts it with consumers and employees. You need to demonstrate clear, measurable progress, or risk facing the consequences.

▪ First Name*

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