

Being  
More  
Human

RE-THINK THE HOW OF HR

[www.beingmorehuman.com.au](http://www.beingmorehuman.com.au)





**Michelle Crawford**  
**Chief Conversationalist**

**3P's = People Purpose Profit**



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# My Story

- From Not For Profits to beyond
- From Australia to 50 other countries & beyond
- From HR/Leadership, strategy & beyond
- From commercial action & beyond



# How we do Good

- Corporate Philanthropy – Old days
- CSR programs, formally endorsed by organisation but not embedded - Now
- Embedded 3 P (People, Purpose, Profit)
- Your org, what's your strongest, second, third?
- Why? Altruism versus commercial motivation for good



# Richard Branson

- Started as People
- Moved to Profit
- Now focuses on Purpose
- He says "*I truly believe that if you're driven only by the pursuit of wealth and fame, you've got your priorities in the wrong order, and you don't stand much of a chance of making it in the long term. On the other hand, if you boldly put purpose over profit, the latter will follow the former.*"



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# What people want

Purpose = Meaning

- Meaning is the core motivation for work
- It's more than money
- Theory of scarcity versus abundance



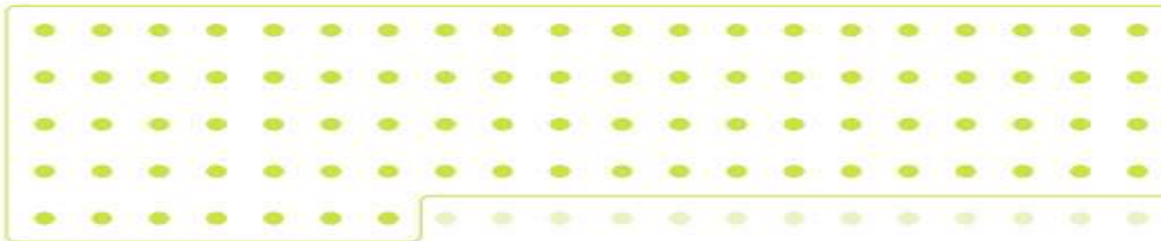
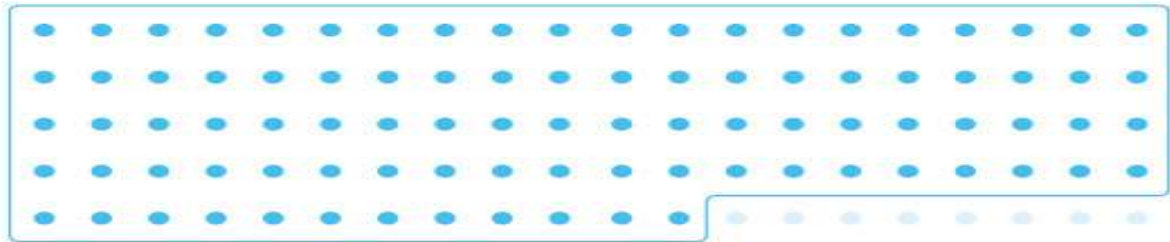
- Thankyou water
- Daniel Flynn - Chapter 1
- Coles/Woolies strategy
- Profits 100% Projects in developing countries
- Impact, Impact, Impact



# CULTURE

92%

OF MILLENNIALS  
FEEL LIKE THEY'RE  
CONTRIBUTING  
TO A COMPANY  
THAT IS MAKING A  
POSITIVE IMPACT  
IN THE WORLD



87%

OF MILLENNIALS  
FEEL ENCOURAGED  
TO VOLUNTEER  
OR PARTICIPATE  
IN THEIR COMPANY'S  
CAUSE WORK

A COMPANY'S  
INVOLVEMENT WITH  
CAUSES RANKED

**3<sup>RD</sup>**  
MOST  
IMPORTANT

FACTOR WHEN  
APPLYING FOR  
A JOB

## TOP FACTORS FOR MILLENNIALS WHEN DECIDING TO APPLY FOR A JOB

1. What the company specifically does, sells or produces
2. The company's work culture
3. The company's involvement with causes
4. The company's office environment
5. The company's diversity and HR awards



# Human Power

- Global Development Goals – Higher Strategy
- More Meaning/Purpose
- Emergent Strategy, Complexity Theory
- Community Owned
- Connects Business to GDG



**THE GLOBAL GOALS**  
For Sustainable Development





**THE END**