



CEOs reach deeper to drive their organisations through crisis

August 2020



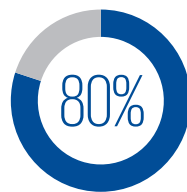
CEOs have become more purpose driven in the face of Covid-19 and the associated economic crisis, with KPMG’s CEO Outlook pulse-check showing nearly 80% of global and New Zealand CEOs surveyed feel a stronger emotional connection to their organisation’s purpose since the crisis began.

Purpose-driven organisations have a clear sense of ‘why’ they do the things they do. This has long been associated with better long-term strategic decision making, brand building and customer loyalty. However, the latest KPMG CEO Outlook pulse-check also shows the benefit of a strong purpose for shorter-term decision making in the face of a crisis. When surveyed in July, 80% of New Zealand CEOs reported that their purpose provided a clear framework for making quick and effective Covid-19 related decisions, and 72% reported their purpose was helping them drive actions to address the needs of their stakeholders.

New Zealand CEOs reported an even stronger connection to purpose than their global counterparts. Kiwibank CEO Steve Jurkovich says “Kiwibank’s purpose is ‘Kiwis making Kiwis better off’. This simple and clear purpose has never been more relevant than during COVID-19; the desire to support New Zealand and asking ourselves what can we do to make Kiwis better has given us a clear challenge. It asks

us if are we doing enough to make an impact and how might we really make Kiwis (including our own people) better off. A simple and clear challenge for us to be better and do better.”

At KPMG, our purpose of ‘Fuelling New Zealand’s Prosperity’ is helping us make decisions aimed at not only supporting our clients through crisis, but also retaining all of our talent through a downturn, with a focus on redeploying their skills and experience to address the new mix of challenges facing New Zealand businesses, public sector and communities.

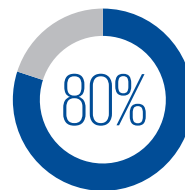


of New Zealand CEOs say their purpose provides a clear framework for making quick and effective Covid-19 related decisions.

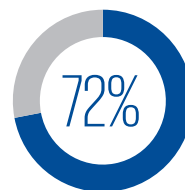


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Steve Jurkovich
CEO, Kiwibank



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of New Zealand CEOs say their purpose is helping them drive actions to address the needs of their stakeholders.

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