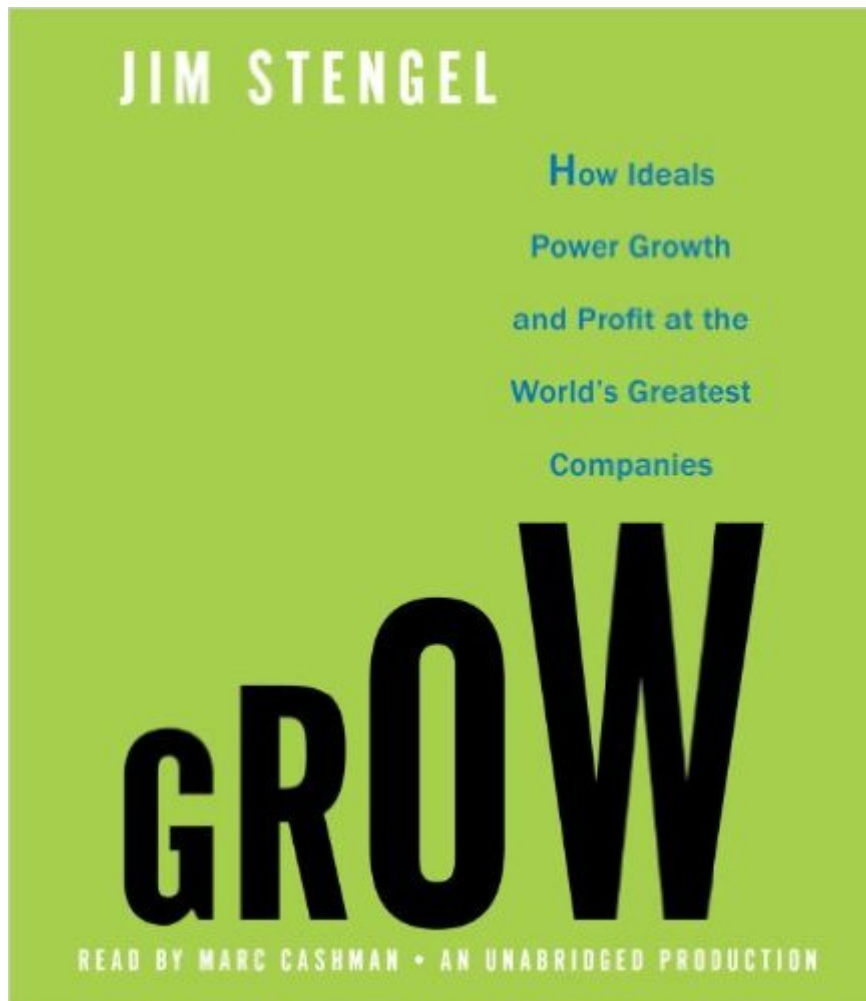


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# Grow: How Ideals Power Growth And Profit At The World's Greatest Companies



## Synopsis

Ten years of research uncover the secret source of growth and profit — Those who center their business on improving people's lives have a growth rate triple that of competitors and outperform the market by a huge margin. They dominate their categories, create new categories and maximize profit in the long term. Pulling from a unique ten year growth study involving 50,000 brands, Jim Stengel shows how the world's 50 best businesses — as diverse as Method, Red Bull, Lindt, Petrobras, Samsung, Discovery Communications, Visa, Zappos, and Innocent — have a cause and effect relationship between financial performance and their ability to connect with fundamental human emotions, hopes, values and greater purposes. In fact, over the 2000s an investment in these companies would have been 400 percent more profitable than an investment in the S&P 500. Grow is based on unprecedented empirical research, inspired (when Stengel was Global Marketing Officer of Procter & Gamble) by a study of companies growing faster than P&G. After leaving P&G in 2008, Stengel designed a new study, in collaboration with global research firm Millward Brown Optimor. This study tracked the connection over a ten year period between financial performance and customer engagement, loyalty and advocacy. Then, in a further investigation of what goes on in the "black box" of the consumer's mind, Stengel and his team tapped into neuroscience research to look at customer engagement and measure subconscious attitudes to determine whether the top businesses in the Stengel Study were more associated with higher ideals than were others. Grow thus deftly blends timeless truths about human behavior and values into an action framework — how you discover, build, communicate, deliver and evaluate your ideal. Through colorful stories drawn from his fascinating personal experiences and "deep dives" that bring out the true reasons for such successes as the Pampers, HP, Discovery Channel, Jack Daniels and Zappos, Grow unlocks the code for twenty-first century business success. From the Hardcover edition.

## Book Information

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## Customer Reviews

Jim Stengel begins the first chapter with two separate but related questions: "What makes a business grow beyond the competition? What powers an enterprise to the top and keep it there?" In response, he offers "a new framework" whose central principle is the importance of having a brand ideal. That is, a shared goal of improving people's lives. A brand ideal is a business' essential reason for being, the higher order it brings to the world." If this seems a tad idealistic, if not naïve, consider the fact that recent research, including a ten-year growth study Stengel conducted of more than 50,000 [that's correct: 50,000] brands around the world, revealed the need for the framework that Stengel devised. So what? The data from his study indicates that companies with ideals of improving lives at the center of all they do outperform the market by a huge margin. For example, the return on an investment in the top 50 companies in his study would have been 400% more than an investment in the Standard & Poor's 500. A key term in Stengel's book is what he calls the "Ideal Factor," one that keeps renewing and strengthening great businesses through good times and bad. Having a brand ideal "is the only sustainable way to recruit, unite, and inspire all the people a business touches, from employees to customers. It is the only thing that enduringly connects the core beliefs of the people inside a business with the fundamental human values of the people the business serves. Without that connection, without a brand ideal, no business can excel"...or survive. Stengel focuses most of his attention in the book on explaining HOW to achieve a number of specific objectives. They include How to discover an ideal in one of five fields of fundamental human values (i.e.

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