

# “We Exist for One Reason: To Make a Difference”

## Persuasive Speech

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### EXCERPT 1

I’m a big fan of Arie de Geus who wrote a book called *The Living Company*.

In it he reveals how some companies survive to be centuries old.

I’m talking about companies like Royal Dutch Shell in the Netherlands, Hudson’s Bay Company in Canada and DuPont in the United States.

As it turns out, companies with “staying power” have several things in common.

- First, they have a strong balance sheet, so when times are bad, they can weather the storms.
- Second, they have a strong culture, so all feel united in a common cause.
- And third, they are able to change their portfolio of business from time to time, to adapt to new conditions and the world around them.

And, as I discovered from Simon Sinek, who gave one of the most popular TED Talks of all time, there’s actually one more thing.

Companies that are the most successful, companies that endure, are very clear not only about **what** they do, but **why** they do what they do.

**They know why they exist.**

It sounds pretty simple, and it is – until you start to think about it a little bit ...

## **EXCERPT 2**

**Fourth, we must make a difference by taking risks to grow.**

From my perspective, perhaps the biggest risk we ever took ... was opening a factory in China.

We knew virtually nothing about the country. We didn't speak the language. And we had no Chinese employees.

But we knew we had to be there, because we had customers there.

I must admit the first few years were very difficult. But patience and perseverance paid off. Because today, our factory in China is one of our largest in the world.

**We must continue to take risks to grow.**

If you have a great idea right now, but it's a risk, and you're worried about failing or losing your job, don't worry!

**I want you to take a risk, pursue your idea, and see what comes of it.**

Best case? You propel yourself, your colleagues and the company into brand-new customers and brand-new markets.

Worst case? Your idea's a mistake. (In soccer, that's like receiving a yellow card; you learn from it, you stay in the game and over time, your game tends to get even better. I, for one, have no problem with yellow cards!)

And so I ask:

**What risks are you taking right now to grow the company?**

### **EXCERPT 3: SPEECH CLOSING**

**I believe we have what it takes to grow, thrive and evolve ...**

- Our balance sheet is strong.
- We share a common culture of trust.
- And we have proven we can change to meet the needs of our customers.

I also believe what Simon Sinek shared in that TED Talk I told you about called “Start with Why.”

In it, Simon said:

*“People don’t buy what you do; they buy why you do it.”*

*“And what you do simply proves what you believe.”*

**Now it’s time for all of us to prove what we believe.**

**Now it’s time for all of us to go and make a difference in our world.**

Thank you.