

# UK Nordic Baltic Summit

Green Economy  
Business beyond sustainability  
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## **Why great companies can change the world**

- A will to change the world is one of the critical success factors of a great company.
- Purpose is one of the most important motivators for employees.

# The 4 Ps of a Great Company

- **Passion**

Great companies have a deep understanding of what they are passionate about; and, what they can be the best in the world at.

- **Purpose**

Great companies have a transcendent purpose. A great company strives for purpose maximization.

- **People**

Great companies have a deep understanding of the motivators of people. The motivators for employees are: 1) autonomy; 2) mastery 3) purpose.

- **Profit**

Profit is basically only a constraint in a great company. When the profit motivator becomes untied from the purpose motivator bad things happen. Greed and short-sightedness are the enemies of a great company.

# Saltå Kvarn: an organic food company



# The 4 Ps of Saltå Kvarn

- **Passion**  
We produce food that we want to eat ourselves: Organic, healthy and tasty.
- **Purpose**  
We are a positive force in the conversion to organic farming practices around the Baltic Sea. We want to save the Baltic Sea.
- **People**  
We want to open up our brand for the consumer. The consumer is a co-creator. Changing the world requires the participation from our consumers.
- **Profit & Growth**  
We are one of the fastest growing companies in Sweden. We need to be larger to have a greater impact.

## Conclusions

- Higher expectations on business with respect to sustainability from the political sector is not only good for our planet it will also be inducive to success for many companies.