

# From Impact to Impact Squared

**François Ortalo-Magné  
Dean**

**We have a profound impact on  
the way the world does business**

**1. Cascades**

**2. Ongoing engagements**

**3. Platforms**

- **Support**
- **Quality control**
- **Curious wandering**

- **Clear identity**
- **Playful space**
- **Shifts in perspective**

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  - [Dan Cable] Purpose: What, How, Why, Why, Why...
  - [Selin Kesebir] Inclusive: Start with the order of words
  - Stretch your aspirations and theirs

**We have a profound impact on  
the way the world does business**

**We have a profound impact on  
the way the world does business and  
the way business impacts the world**



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