

# LEADERS

*“The purpose of life is to contribute in some way to making things better.”*  
— Robert F. Kennedy



## On the Cover

A major section in this issue of LEADERS presents interviews with executives that describe how they and their organizations make a difference in addressing philanthropic needs and corporate social responsibilities. Financial support is very important; but it is just one aspect of the effort. Strongly encouraging employee volunteerism and providing them with the time and other required resources, as

well as measuring effectiveness, are also key elements of a positive and sustainable program that permeates a company's culture. The following are a few quotes from some of the executives featured in this issue.

Jon M. Huntsman Sr., Founder and Executive Chairman, Huntsman Corporation, says, “We have tremendous employee participation as a result of what the corporation initiated and what our family continues doing. We interject what the family is doing into our news releases and it makes our employees proud to be part of the Huntsman family. As a family, we have put more than \$1.3 billion back into these communities.”

Chairman and Chief Executive Officer of Johnson & Johnson, Alex Gorsky, notes, “I believe that the most important driver of our success regarding our results, reputation, and performance has to do with the strong dedication and commitment of the employees of Johnson & Johnson. The diversity, scale, and geographical reach of our businesses provide us with a unique opportunity to attract and retain very talented leaders. Motivated by our credo and committed to excellence, our people are ultimately responsible for the products and services that we deliver every day to patients and customers around the world.”

James J. Murren, Chairman and Chief Executive Officer, MGM Resorts International points out, “If employees are engaged, love their jobs, and are inspired by what they do, they will create those great interactions that inspire positive memories for the guests, which are the foundation of our success.”

Chief Executive Officer of Gulf Keystone Petroleum, Todd Kozel talks about operating in Kurdistan and the importance of being “a good corporate citizen” and “a part of their cities, towns and villages.” Specifically, as to the Syrian refugees in Kurdistan, “Our donations to date are estimated to be between \$10 and \$12 million” and “we did an entire winterization project for one of the camps where we agreed to donate the money as long as they built the projects themselves.”

Eli Broad, Founder, The Broad Foundations, notes, “We have a research and evaluation team at our foundation. Separate from our grant team, they evaluate every grant we make. We don't give money away—we invest money, and we want results.”

President and Chief Executive Officer of USAA, Josue (Joe) Robles Jr. points out, “We provide a surround-sound military experience for our employees so they're routinely reminded of our members and the sacrifices they make. Veteran hiring is another piece of that mission, and we provide regular updates on our veteran and military spouse hiring program, and our success in meeting our goals.” ●

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