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Join us for our International Women's Day webinar.



It's starting soon – don't forget to join.

Hi, our International Women's Day virtual masterclass – 'Power of Purpose' with Jennie McLaughlin from Purpose Led Transformation is starting at **1:00pm (AEDT)** today.

What's on the agenda:

In this session, Jennie will unpack what being a purpose-led business means through compelling case studies and the latest global research, bringing to life how you can authentically activate purpose in your business.

What we'll cover:



- What is purpose and what does purpose-led mean.
- The link between purpose and performance.
- Why great talent is attracted to purpose-led brands.
- Consumer appetite for purpose-led brands.
- How to apply purpose to become a purpose-led business.

MFAA and FBAA points will be allocated and provided at the end of the session.

How to register and access event:

- To register for the session, click on the following link on your computer or mobile device: Westpac View.
- You will need to provide your first name, last name, and email address.
- Once you have registered, your personalised password and link to the briefing will be emailed to you from 'Westpac View' (events@westpacview.com.au).

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