

JIM STENGEL

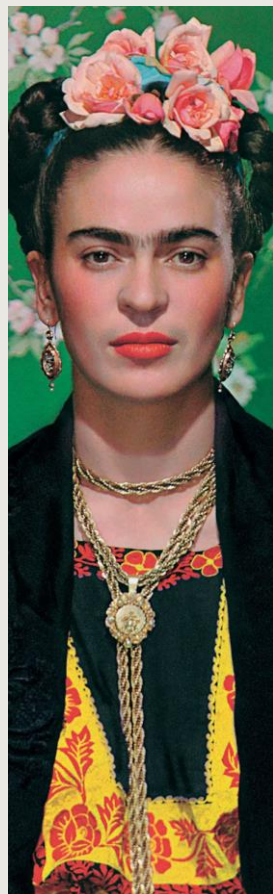
PAYING IT FORWARD

Jim Stengel | Cannes Lions CMO Accelerator 2025

Information Classification: General



LEGACY



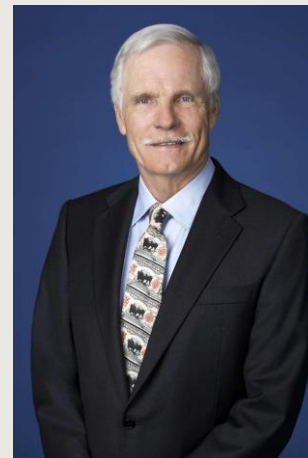
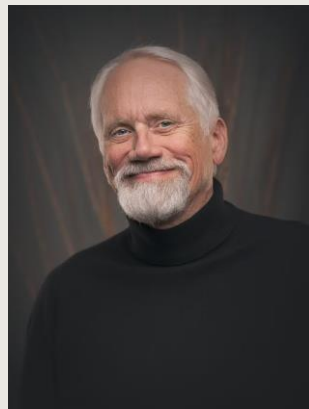
OUR MAIN OBJECTIVE:

To leverage this special milieu to
“time travel”...and to consider your
legacy/impact in your professional life.



SETTING THE CONTEXT...





AAF HALL OF FAME REQUIREMENTS

Induction into the Advertising Hall of Fame honors individuals, international and American, who have had:

- Exceptionally distinguished careers
- Completed their primary career
- Contributed to the profession of advertising
- Have consistently practiced the highest ethical standards
- Contributed substantially to their communities.

Nomination materials must include:

- A description of the nominee's significant **contributions to the advertising process.**
- A description of the nominee's **contribution to the betterment of society** outside their professional career.
- **Suggested to have 1-20 supporting recommendation letter(s)**

INDIVIDUALS WHO WROTE LETTERS ON MY BEHALF

Peers

- Beth Comstock
- Jerri DeVard
- Kevin Hochman
- Lisa Materazzo
- Phil Thomas
- Paul Polman
- Raja Rajamannar
- Stephanie Gallo

Agencies

- Andrew Robertson
- Dave Luhr
- Donna Murphy
- Gary Vaynerchuk
- Linda Kaplan-Thaler
- Maurice Levy
- Roy Spence

P&G

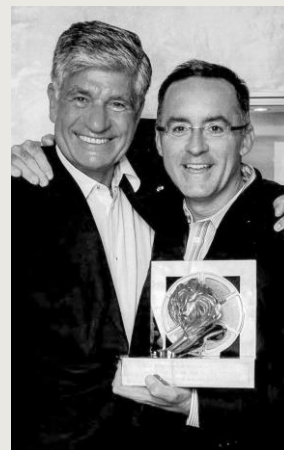
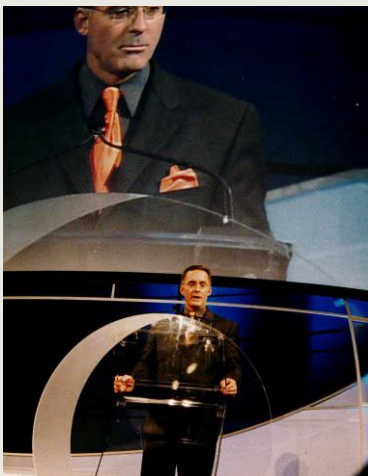
- John Pepper
- Marc Pritchard

Philanthropy

- Neeli Bendapudi
- Sean Carroll

Academic

- Greg Carpenter



What I learned about my
leadership—and my
legacy—from people whom
I highly value and respect

LESSONS



“What has always distinguished Jim over the four decades during which I have known him is the combination of his competence, his character and the way he cares about people, brands and the corporations which he has counseled.”

JOHN PEPPER, P&G

LESSON

Lead with kindness and caring.



“Jim’s legacy lies in the way he brings people together – with integrity, intelligence, and an unwavering belief in the transformative power of great ideas.”

PHILLIP THOMAS, CANNES LIONS

LESSON

Elevate and inspire others
to do amazing things.



“He championed the idea that brands should stand for something greater than just their products, advocating for initiatives that resonate with consumers’ values.”

LISA MATERAZZO,
FORD MOTOR COMPANY

LESSON

Have a strong point of view
on what matters in business.



“He made history by bringing all the marketing teams to Cannes Lions and convincing them to look at the best work irrespective of the category and developing better creative work, opening a new era at P&G... Then, he was generous enough to share his experience in books”

Maurice Levy, Publicis

LESSON

You'll be remembered for bold
actions that embody your
point of view.



“Jim has made all of us better - not just as strategists or marketers, but as leaders and people. That’s his gift. And the legacy he continues to build every day.”

DONNA MURPHY, HAVAS

LESSON

Leave things better
than you found them.



“That’s who he is: deeply thoughtful, truly caring, and committed to elevating the people around him.

Jim consistently brings out the most insightful reflections from others. And they show up - for him - because they respect him.”

**SAMANEH POURJALALI,
FORMER STUDENT**

LESSON

When you help others, you
simultaneously help yourself.



“Long after he stepped down as the CMO of P&G his influence is still felt in meeting rooms around the world...

he has been focused on mentoring and teaching not just the “why” but the “how” to generations of agency people and clients alike.”

ANDREW ROBERTSON, BBDO

LESSON

Place equal importance
on *what* you achieved and
how you do it.

LESSONS

1. Lead with kindness and caring.
2. Elevate and inspire others to do amazing things.
3. Have a strong point of view on what matters in business.
4. You will be remembered for bold actions that embody your point of view.
5. Leave things better than you found them.
6. When you help others, you simultaneously help yourself.
7. Place equal importance on *what* you achieve and *how* you achieve it.

EXERCISE

- Imagine yourself 20-25 years from now.
- You are asked to put yourself forward for the Hall of Fame.
- What are 2-3 lessons you hope people will be writing about YOU.
- What can you do to be more intentional about that NOW?

WRAP UP AND Q&A

THANK YOU