Video transcript

HSBC Group Chief Executive Stuart Gulliver talks about the bank's strategy and purpose

I think it is really important in a firm of the size and scale of HSBC that individuals can fully understand what the purpose of the organisation is, and actually it is even more important at this moment in our history because obviously the world has just been through massive financial crisis where the banking industry has been blamed, in some instances very rightly, for causing major recessions in the Western countries. So we spent some time at HSBC to boil down into a very clear statement as to what the purpose of the firm is. I think if you are joining a company it is very important that you can explain to your family and friends what actually that company exists to do. Throughout our history at HSBC we have been where the growth has taken place, the economic growth. And we have always been about connecting our customers to opportunities. In fact what we really do as a bank is we enable businesses to thrive and economies to prosper. And we help people, at a very simple level, to fulfil their hopes and dreams and realise their ambitions – and that is really our role and purpose.