



Celebrating 60 Years of Impact

This week marks BCG's official 60th anniversary. Though we don't typically use the Weekly Brief to talk about BCG, we wanted to celebrate this moment with you. We would not be here without you—thank you! **Our 60 years of history have been shaped by you and for you:** clients, partners, alumni, BCGers.

Fueled by your trust, we have grown from one individual in one room to more than 30,000 people in over 50 countries—from a bold ambition to the largest global partnership. We've done all of this while relentlessly pursuing our purpose: **unlocking the potential of those who advance the world.**

We have the privilege of living this purpose every day, working side by side with you. Over the past 60 years, we have seen this community solve complex problems, create economic growth, drive innovation and sustainable value, and have a positive impact on lives and livelihoods. Here are a few examples of our collective impact:

- Our top 100 clients have generated an additional \$2.5 trillion of value above local market indices in the past ten years.
- In the past two years, our work has directly protected the health of 500 million people in lower- and middle-income countries.
- Our work with our top 20 clients alone has delivered action plans to reduce global CO₂e emissions by 1 gigaton—equivalent to the total emissions of Germany and the UK combined.

We are not only grateful for what we have achieved together but also for how we work together to unlock this potential each day:

Uncovering Bold Insights We Can Act On. We've shaped the field of business strategy with insights such as the [growth share matrix](#) and [experience curve](#). Today, we tackle some of the world's toughest challenges, including climate and sustainability—partnering closely with clients, driving complex change, enabling organizations, and embracing the power of technology to create lasting impact for businesses and society.

Growing by Growing Others. We serve as a school for talent to shape the leaders, thinkers, and entrepreneurs of tomorrow. We collaborate with all of you to challenge the status quo, change lives, promote diversity, and create socially transformative businesses that align profit with purpose.

Leading with Integrity. This comes through in the way we solve complex problems and provide honest answers, in the work we choose to engage and not engage. We are far from perfect—humans and organizations never are—but we work every day to live up to our high standards and remain worthy of your trust.

Our dedication to **unlocking the potential of those who advance the world** is unwavering. It's grounded in our contributions to our clients, our people, and the world at-large. We are committed to continuing to act as an engine for big ideas, a home for curious talent and the leaders of tomorrow, and a driver of lasting, positive impact for decades to come.

Thank you for shaping this journey with us.



Christoph Schweizer
Chief Executive Officer

Further Reading



Impact in 60

In this video series, BCGers share how they're driving impact within the firm, with our clients, and for society.

[Watch now](#)



History of BCG

From its earliest days 60 years ago, BCG has partnered with organizations to help them thrive in an increasingly complex world, turning bold ideas into lasting impact.

[Read more](#)



Celebrating Our 60th Anniversary

Over the past six decades, BCG has maintained an unwavering commitment to our corporate purpose: unlocking the potential of those who advance the world. As we turn to our future, join us in celebrating the power of our people, our ideas, and the impact we have through our clients around the world.

[Learn more](#)