

# Offerings

## Who Is It for?:

Leaders and aspiring leaders who want to be more proactive about designing corporate citizenship/corporate social responsibility strategies.

Institute for Social Design programs are for individuals and enterprises seeking to broaden their professional skills, acquire new knowledge and insights, improve their productivity, and achieve more meaningful growth and advancement. We offer a wide range of programs and formats, all of which can be customized to suit the needs of corporations, industry organizations, non-profits and governments.

## Devotion: Social Design®

### What it is:

Social Design® refers to the positive strategies, concepts and ideas that are aimed at advancing and enhancing the human condition, solving thorny problems, strengthening civil society, and making the world in which we live a better place today and into the future. There are many forms of social innovation with many goals. Our interests are in two particular areas of social innovation. The first is the role that corporations can play in being better citizens, showing better stewardship for their world. The second is in the practice of social entrepreneurship — that is, the entrepreneurial activities aimed more at making the world a better place than on making the entrepreneur disproportionately rich.

### What it does:

Using values based tools, this discipline helps corporations achieve more sustainable growth, proactively earn more admiration and advocacy by consumers and diminish opposition by critics or activists while focusing on being better citizens.

### Offerings:

**Speaking Engagements:** Presentation on the background, benefits, principles, practices and values-based tools and their use in creating corporate citizenship-focused growth strategies, using examples of firms for whom such strategies have resulted in positive outcomes and growth.

**Workshops:** One-day workshop on applying values-based tools to corporate growth strategies. Teaching of the concepts and then application to the organization in question and the development of a work plan for the organization to follow going forward.

**Courses and Programs:** Multi-day, multi-week or multi-month skill transfer programs designed to imbed skills in the behaviors and mindsets of individuals, believe that individual transformation leads to collective transformation.

**Advisory:** Leading strategic advisors provide principles and practices to build a multi-stakeholder strategy in conjunction with executives of the corporation. Analysis of the current situation, identification of potential initiatives, evaluation of the initiatives, selection of a subset on which to base the strategy.

### Results:

Corporations better equipped to innovate and grow in ways that serve all stakeholders and add value to the world.

### Cost:

Please call 212.842.1717 or email us at [conciierge@instituteforsocialdesign.com](mailto:conciierge@instituteforsocialdesign.com) for costs of various offerings or for any additional details.