

Offerings

Who Is It for?:

Boards and executives who want to be proactive about designing a Corporate Citizenship/Corporate Social Responsibility strategy.

Representative

Clients:

- RBC Financial
- Business as an Agent of World Benefit
- AIC
- Research in Motion

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 Innovation

What it is:

Social Innovation refers to strategies, concepts or ideas that are aimed at strengthening civil society and making the world in which we live a better place for society broadly. There are many forms of social innovation with many goals. My interest is particularly in two 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, entrepreneurial activities aimed more so at making the world a better place than making the entrepreneur rich.

What it does:

Using a tool called The Virtue Matrix, help corporations how they can be better citizens in ways that further their long term competitiveness and proactively avoid attack by activists.

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 that know better how to make the world a better place while serving the interests of shareholders.

Cost:

Please call 212.842.1717 or email us at conciierge@instituteforsocialdesign.com for costs of various offerings or for any additional details.