

corpra

Reflections Seminar

A new model: happy profit and healthy balance sheet

IF new well-being research by the LSE's Professor Richard Layard shows we are no happier than we were in the 1950s, despite our increased wealth, what's gone wrong with having money?

Are we improving our bank balances at the expense of our well-being?

Simply being rewarded for doing a job is no longer enough to get the best out of our workforce. If we are to find the energy and motivation to drive the country out of debt, we need to have another workplace dimension. This **other dimension** is definitely there but is difficult to nail down. You don't really define it, you just practice it. But somehow you seem to add more value than others. Some people call it social capital but it is much more **dynamic, commercial and profitable** than that.

This cannot be achieved by blindly complying with a corporate social responsibility policy document written by someone else; business needs to fully embrace this **essence** into all parts of the organisation to produce more predictable and sustainable profit. Just the sort of business that **we want to invest in** for the the long term.

Some of the best organisations in the world succeed because they have captured this **other dimension** that brings **invaluable social capital** to the workplace. **They are long term, economically and environmentally sustainable and constantly adapting.** Just the opposite of adopting one business model and working the revenues until the people and the company burn out.

In our research for a major institution, we found that the best organisations had already adopted socially responsible behaviours. **They had already changed.** Somehow they injected social capital into their business by making a **commercial and ethical virtue** of environmental sustainability. Their workplace flourished, while their competitors were still complaining at the bureaucracy of compliance, oppressive regulation and level playing fields etc...etc...etc.

This spring/summer we are holding a series of breakfast seminars at our usual place at Trafalgar Square.

Together we will debate and unpick "**A new model: Happy profit and healthy balance sheet**", and discover what the world's best are already doing.

Paul Winter
CEO



We hope to see you there!

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The Boardroom (5th Floor)
Management Consultancies Association
60 Trafalgar Square
London WC2N 5DS

Wednesday 2nd June 2010

OR Wednesday 9th June 2010

8:30 – 10:30am

RSVP: paul.winter@corpra.co.uk



Be part of the debate