

# Lead Your Company From Managing Risks To Creating Social Value

In today's rapidly changing business landscape, it's more important than ever for companies to focus on creating social value. But what does it mean to create social value, and how can companies do it effectively?



## Sustainability to Social Change: Lead Your Company from Managing Risks to Creating Social Value

by Capricia Penavic Marshall

★★★★★ 5 out of 5

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Social value is the positive impact that a company has on society. It can be created through a variety of means, such as:

- Investing in sustainable practices
- Supporting local communities
- Creating jobs
- Paying fair wages

- Providing safe working conditions

Creating social value is not only the right thing to do, it's also good for business. Companies that focus on social value creation are more likely to be successful in the long run.

Here are some of the benefits of creating social value:

- Improved brand reputation
- Increased customer loyalty
- Reduced risk
- Increased employee engagement
- Improved access to capital

If you're a business leader, you need to start thinking about how your company can create social value. It's not just the right thing to do, it's also good for business.

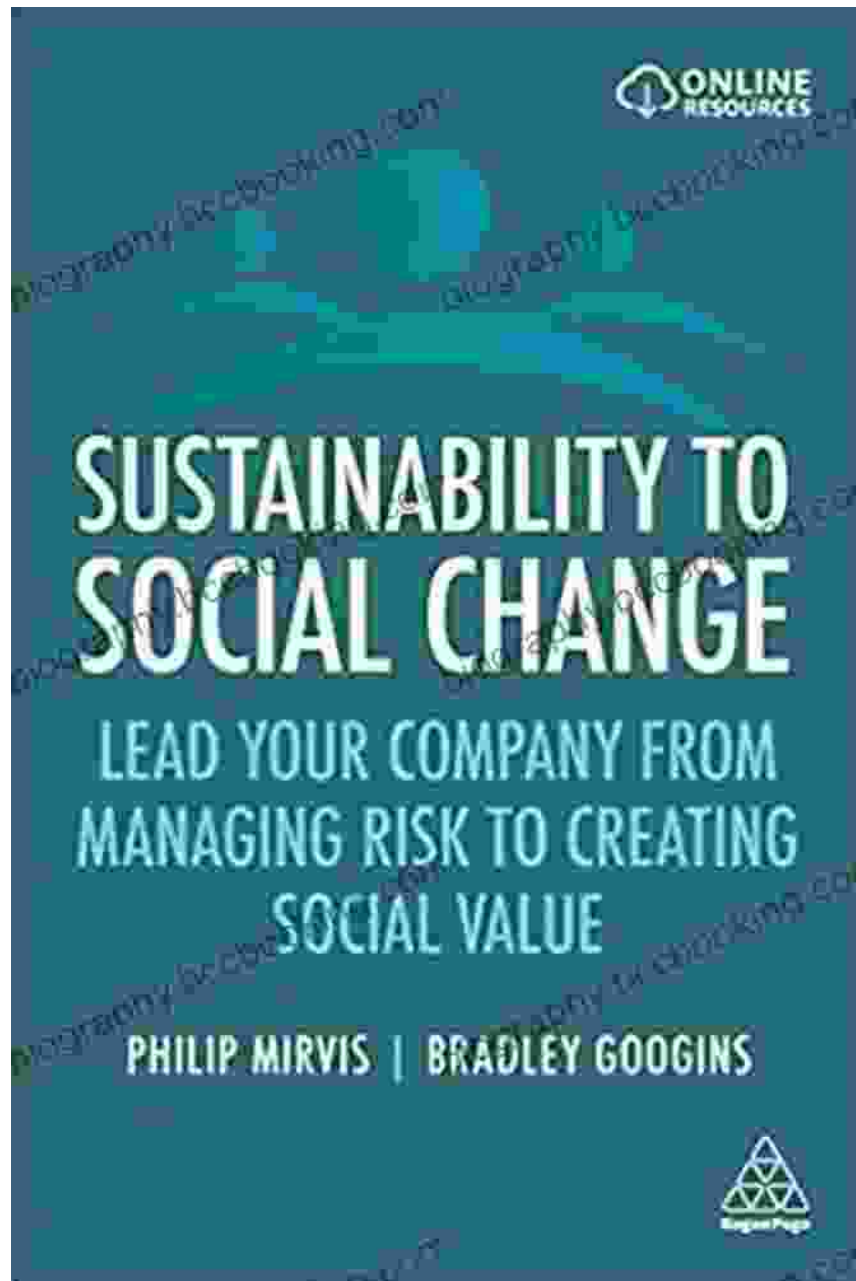
Here are some tips for leading your company from managing risks to creating social value:

- Start by defining your company's social value proposition.
- Develop a strategy for creating social value.
- Measure and track your progress.
- Engage with stakeholders.
- Be transparent and accountable.

Creating social value is a journey, not a destination. It takes time and effort, but it's worth it. By focusing on social value creation, you can make a positive impact on your company, your community, and the world.

If you're looking for more information on how to create social value, I encourage you to read the book "Lead Your Company From Managing Risks To Creating Social Value" by John Elkington and Jochen Zeitz.

This book provides a comprehensive guide to social value creation, and it's full of practical advice that you can use to make a difference in your company and the world.

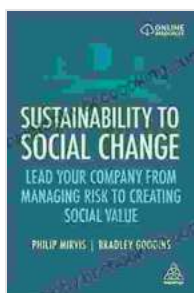


## About the Author

John Elkington is a world-renowned expert on sustainability and corporate social responsibility. He is the co-founder of SustainAbility, a leading sustainability consulting firm, and the Volans, a think tank on sustainable innovation.

Jochen Zeitz is the former CEO of Puma, a leading sportswear company. He is a passionate advocate for social and environmental responsibility, and he has been recognized for his leadership in this area by the United Nations and the World Economic Forum.

Together, Elkington and Zeitz have written a powerful and inspiring book that will help you lead your company from managing risks to creating social value.



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