

Using new organizations and approaches to produce social good.

There are many forms of Social Innovation. Roger Martin is particularly interested in two forms. The first is Social Entrepreneurship – the use of entrepreneurship techniques to solve social problems. The second is Corporate Citizenship – the work by for-profit corporations to make the world a better place in addition to making money for their shareholders. His work in the second area is the subject of the offerings below

Roger Martin is Dean of Rotman School of Management at the University of Toronto and a senior advisor to CEO's of leading global firms. He is devoted to transforming business education and the practice of management through Design and Integrative Thinking.

Roger is retained by leading corporations and non-profits for:

- Speaking Engagements
- Workshops
- Advisory

On the following devotions:

- Integrative Thinking™
- Design Thinking
- Strategic Choice Architecture
- Incentives, Executive Compensation & Governance
- Jurisdictional Competitiveness and Prosperity
- Social Innovation

For books, articles, columns, blogs, videos and podcasts on these subjects, please visit

www.rogerlmartin.com

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.

WHO IS IT FOR?:

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

OFFERINGS:

Speaking Engagements: Presentation on the Virtue Matrix and its use in creating a Corporate Citizenship strategy using examples of firms for whom strategies have been designed.

Workshops: One-day workshop on the applying The Virtue Matrix to an corporation. 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.

Advisory: Advisory work to build a Virtue Matrix 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 Virtue Matrix strategy.

RESULTS:

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

COST:

Please call 212.706.0812 for costs of various offerings.

REPRESENTATIVE CLIENTS:

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