

How Can We Use Business to Change the World?

Many have seen business as a problem in many of the social challenges we face; examples include the fast-food, drug, and banking industries. We've tended to see the solutions in terms of NGOs, government, and philanthropy. Although there has been much achieved, results through these endeavors can come slowly. Can the strengths of business provide progress, results, and resources for social good? In this session, we will discuss how a change in business purpose and mindset can yield social change at scale.

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I. Introduction

- A. Despite all the efforts that are being done by NGOs and governments, problems are still quite prevailing.
- B. Progress is slow.
- C. Resources and scaling are a hindering problem.

II. How do we define social business/enterprise?

- A. Why is it pivotal to bridge the worlds of social work and business?
- B. They do not need to be new setups but an adjustment to the perspective of current ones.

III. Social and economic performance are not mutually exclusive

- A. Is it necessarily a tradeoff between social performance and economic performance or is there space for cross learnings for the growth of both?
- B. Both sides have strengths that the other can learn, compounding the efforts will result to exponential results.

IV. Case Study / Examples

A. HORUS Hospital as an example of such setups with highlights of:

1. Why Social?

2. Why Business?

B. Other examples of on-the-ground “Shared Values” enterprises that have put effort in bridging their business interests with common good.

C. Some practical ideas of ways to build the common views for both parties.

V. Fruitful Financial Decisions in the Bible

A. The Three Servants: Parable of the Talents, Mathew 25