



Workshop Objectives

This workshop blends design-thinking, the Harvard Business School case study method, biomimicry (nature-inspired innovation) and gamified exercises, to help you reimagine your business model for profits and purpose.

- How to integrate ‘giving’ or ‘doing good’ into your business model beyond traditional CSR.
- Avoiding the pitfalls of CSR and what you can learn from examples like Tom’s Shoes on what not to do.
- No business can solve every problem and every cause is worthy: identify your corporate superpowers.
- Profit and purpose are not mutually exclusive and can be mutually reinforcing: identify Shared Value opportunities in your organization to drive profits through serving societal needs.
- “If you want to go fast go alone. If you want to go far, go together”. Design smart partnerships with government, civil society and international organizations, to do more with less.