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SoulBrandingsm Institute

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The Global Demos Gooses Capitalism: Squinting in the Glare Outside Plato's Cave

Keynote Address by Elsie Maio

Social Achievement Awards Conference

Sponsored by the Association of Greek Advertisers

Most companies are dazed by the bright light of social accountability thrust upon them by the Global Digital Demos, the vocal community of human interest on the Internet. They reflexively grab for cover in CSR gestures and faddish 'sustainability' initiatives to neutralize perceptions of their negative impact on society and the natural systems of the planet.

But some have surrendered to the inevitable decline of 'financial fundamentalism', and stepped into the next evolution of capitalism as authentic, nurturing participants in the fabric of life on earth. Ironically, they are outperforming the others at the bottom line, too. Elsie highlights the performance metrics of such leaders who link their human values to KPIs, such as sustained retention of employees and customers; lower operating costs; higher rates of productivity, innovation and profitability; and market preference. Cases with metrics include **Continental Airlines, State Farm Insurance, ANZ Bank, and Discovery**. She closes with a diagnostic tool to identify your company's appetite for, and current position on the evolutionary path toward Humanity, Inc.; and next steps for its transformation.

+ Contact us to schedule an updated presentation of this speech at your event.

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