

## Alumni News - Week of March 22, 2010

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### **Elsie Maio Featured in EBBF Article about Values-Led Strategy**

*European Bahá'í Business Forum - March 2010*

Elsie Maio (NYO 80-83), president of branding consultancy Maio & Company, is featured in a recent article in the *European Bahá'í Business Forum*. In the article, "Elsie Maio: Values Visionary Sparking Integral Change in CEOs and Self," Maio talks about what it means for a company to align its identity and strategy with human values, and why her research shows that companies who follow that model outperform those who don't.

Recently dubbed "the guru of values-led strategy and branding" (most recently by Anna Klingmann, author of MIT-published "Brandscapes: Architecture in the Experience Economy"), Maio aims to empower high performance businesses to profitably align with the well being of humanity and to boost the performance of social-service organizations. Maio has previously held positions at Institutional Investor, where she was a senior editor, as well as at several global identity firms. She publishes and speaks frequently on the practical application of her vision of the new business paradigm at global conferences, universities and in international business media.

[Click here](#) to read the complete article in the European Bahá'í Business Forum.