

MANIAELLIS
THE SOCIAL BUSINESS COMPANY®

CONSULTING

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PUTTING WORDS INTO ACTION

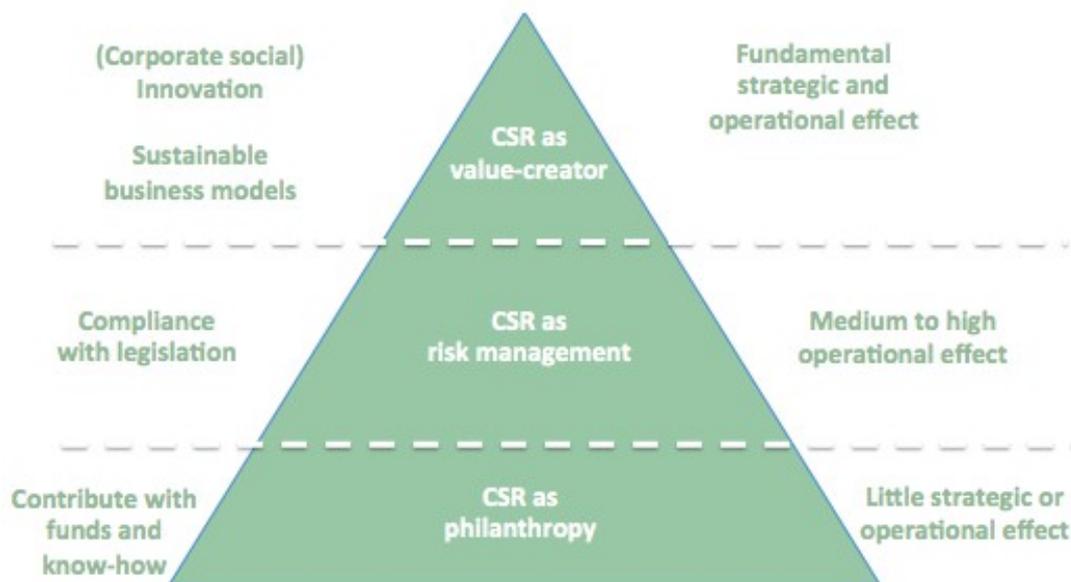
We provide you with the insights, cases, tools and training that will help you put your words of responsibility and sustainability into value-adding actions. We help you build the business case of corporate social opportunity by turning risky business into good business.

OUR CONSULTING & TRAINING

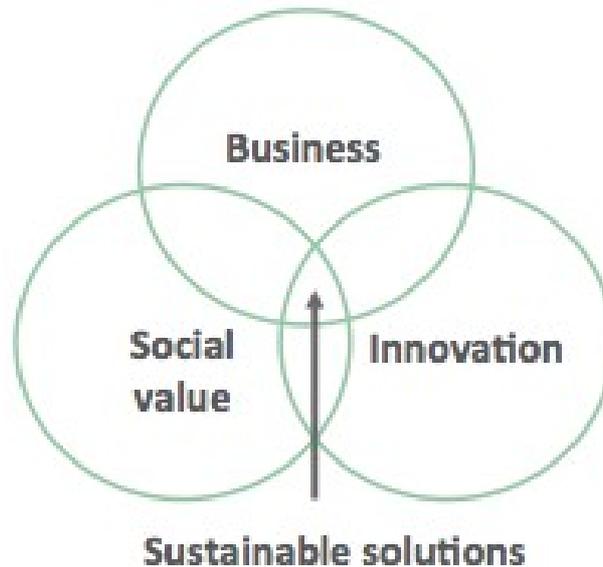
FROM RISK AND RESPONSIBILITY TO NEW BUSINESS OPPORTUNITIES

New rules for future economic growth are paving the way for business unusual. Companies are future-proofing their business by building corporate responsibility and sustainable value-creation into their core. Not (only) because of moral obligation, but also because it secures long-term growth and provides new business opportunities that cannot be missed.

All our consulting and training services are aimed at assisting companies, who want to address business risks like resource scarcity, poverty, climate change and social inequality in a proactive manner. We help you shift from risk minimization to business optimization by turning your philanthropic and/or compliance-based responsibility and sustainability efforts into strategic and integrated business solutions.



To do this, we blend the disciplines of business strategy, social value creation and innovation. Because we believe that sustainable practices that create both economic and social value will secure business and long-term growth as well as the well-being of people and planet. Because corporate social innovation is the name of the 21st century business game.



You can read more about our business approach and philosophy [here](#).

THE BASIS OF OUR SERVICES

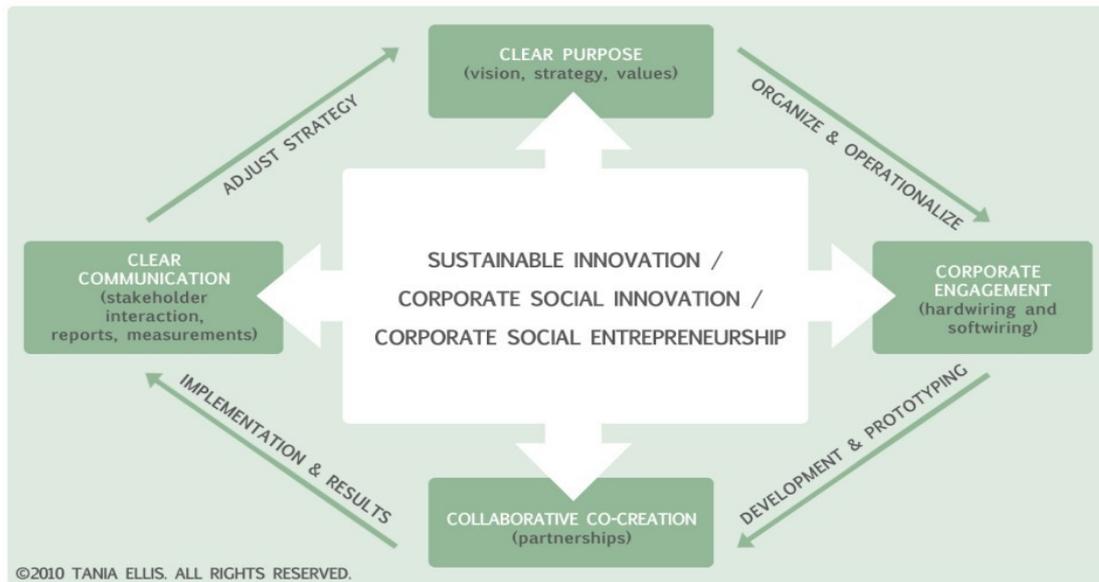
We believe that the most sustainable way of running a company is to build the values of sustainability, responsibility and meaning into the heart of business strategy – and into the heart of the organization.

We have built our services around the 4 Cornerstones (4Cs) of Sustainable Business Success ©, an overall framework based on our research for **The New Pioneers** of companies who have succeeded in putting sustainability into the core of their business:

Clear Purpose (business strategy); Corporate Engagement (involvement of the organization and employer branding); Collaborate Co-Creation (innovation through partnerships); Clear Communication (stakeholder interaction and corporate branding).

You can read more about the four cornerstones [here](#).

THE FOUR CORNERSTONES (4CS) OF SUSTAINABLE BUSINESS SUCCESS



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FROM INSPIRATION TO IMPLEMENTATION

Applying the new rules of business starts with new insights and a change of mindset. And then comes action. This is the reason why we have built our consulting and training services around two pillars:

We give you inspiration and facts about the trends and new needs that are emerging – and we provide you with the processes, knowhow, cases and tools that will help you put your words of responsibility and sustainability into new value-adding business solutions.

All of our consulting & training services are designed to help you focus your efforts, save time, avoid (expensive) pitfalls, and – most importantly – to develop your business in innovative ways that create both economic and social value.

Consulting & Training	Overall purpose	Duration	Content/Themes
Introduction sessions	Clarification	3 hours	Basic overview & facts about: <ul style="list-style-type: none"> • Business-driven/strategic CSR • Social innovation & social entrepreneurship • Employee engagement • Corporate volunteering • Shared value partnerships • CSR communication
Trend workshops	Inspiration	½-1 day	Trends & cases for kick-start of processes for: <ul style="list-style-type: none"> • Sustainable business strategies • Corporate social innovation • Employer branding activities • Partnership programmes • Communication campaigns
Social business masterclasses	Qualification	1-2 days	Tools and exercises for strategies & action plans for: <ul style="list-style-type: none"> • Business-driven CSR/social business models • Communication through social media • The 4Cs of sustainable business success
Innovation programmes	Development	1-12 months	Customized training & development of solutions for: <ul style="list-style-type: none"> • Business strategies based on CSI • Employee engagement • Corporate volunteering • Shared value partnerships • CSR communication
Business support packs	Operationalization	By agreement	In-house support through: <ul style="list-style-type: none"> • Consulting retainers • Combined/customized service packs
Academy & Certifications	Education	6-12 months	Upgrade of knowledge & skills with: <ul style="list-style-type: none"> • The New Pioneers Academy • Train-the-trainer certification (4Cs)

HOW WE ADD VALUE – YOUR RETURN ON INVESTMENT

There is no one-size-fits all formula to creating sustainable business success. Partly because it is a journey more than an end-state, but also because it depends on the company's culture, ambitions, market challenges etc.

Your potential business benefits and return on investment (ROI) from our services are therefore manifold – depending on the goals and focus of your efforts:

- An improved or revitalized corporate brand and reputation.
- Keeping the forefront of new or future regulations and legislations.
- Differentiation from competitors.
- Accommodation to responsible investor demands.
- Increased operational efficiency.
- Attraction, retention and motivation of employees.
- Access to new or under-served markets and customer segments.
- Saving costs or opening up to new revenue streams.
- Innovation of products and services.

We add value by helping you build your own business case of corporate responsibility and sustainability.

In short, we help you do good and do well!

WHO MAY BENEFIT FROM OUR SERVICES?

Social and economic value creation is not limited to a particular breed of companies. The 21st century business mindset is present in all sectors of society:

- Companies do good while making a profit.
- Public institutions deliver welfare solutions and are run like a business.
- Non-profit organizations use market methods to create social value.
- Social entrepreneurs create hybrid organizations with traits from all three sectors.

This is reflected in our client base, which includes ministries, unions, business schools and universities, municipalities, NGOs, business networks and associations, think tanks, trade unions, entrepreneurs, medium-sized companies and multinationals.

Ministries, for example, want to develop new policies for corporate responsibility or sustainable consumption. NGOs want to partner with companies to create more social value. Businesses want to create a workplace that can attract the new generation of talents. And

entrepreneurs want to develop products and services that meet people's needs in new, sustainable ways.

CONSULTING & TRAINING

INTRODUCTION SESSIONS

CLARIFICATION. Get an overview of the what's, why's and how's, so you can make informed and qualified decisions, before you kick-start a new plan, process, project or programme.

INTRODUCTION SESSIONS

Do you want to work with a social business discipline that creates both social and economic value, but unsure where or how to start?

Our intensive 3-hour Introduction Sessions have been designed to give you a clear overview, basic facts and initial inspiration on a social business-related discipline, so you can make informed and qualified decisions, before you initiate a new plan, process, project or programme.

THE FORMAT

- Before session: we send a short questionnaire about your specific needs to ensure custom fit.
- At the 3-hour meeting session we get you up-to-speed by providing you with:
 - Latest trends and basic facts within the chosen social business discipline.
 - Best practice cases that you can relate to your industry, business challenges and opportunities.
 - Sparring on your own current practices and development opportunities within the discipline.
 - Overview of current tools and guidelines that could help you get started.
 - Fact sheet with related links and resources.

The 3-hour Introduction Session can be conducted online (videoconference) as well as offline.

THE THEMES

The social business disciplines covered in our Introduction Sessions are based on the four cornerstones (**the 4Cs**) of sustainable business success. Right now we provide Introduction Sessions within the following themes/disciplines:

- Business-driven/strategic CSR
- Social innovation & social entrepreneurship
- Employee engagement & employer branding
- Corporate volunteering
- Shared value partnerships
- CSR communication & stakeholder engagement

*If you have a social-business related discipline in mind that isn't represented on the list, do feel free to **contact** us. Maybe we can help!*

YOUR BENEFITS

- Provides you with comprehensive overview of latest trends, best practices, tools & guidelines.
- Gives you access to expert advice targeted at your specific development opportunities.
- Helps you make informed and qualified decisions to save time and avoid unnecessary mistakes.

WANT TO LEARN MORE OR BOOK A SESSION?

If you want to learn more about our business philosophy, please visit our company section [here](#), or read more about the principles behind our Consulting & Training services [here](#). You can also get inspiration from our Clients & Cases [here](#).

For more information on the themes covered in our Introduction Sessions, price inquiries, bookings and more, please contact us [here](#).

TREND WORKSHOPS

INSPIRATION & IDEAS. Get fresh insights into emerging global trends, new business logics and best-practice innovations, so you can keep ahead of the 21st century business & innovation game.

TREND WORKSHOPS

Want to make sure that your business strategy, employer branding efforts, partnership programmes, new products or stakeholder communication & engagement activities are in tune with the latest social business trends? Our Trend Workshops are insightful and fun, and have been designed to keep you ahead of the 21st century business & innovation game. So come join us and become trendspotter for a day!



THE THE FORMAT

THE FORMAT

- Preparation interview to customize the workshop to your particular focus and needs.
- Introduction to emerging trends, new business logics & concepts and related best-practice innovations that will have an impact on your company/industry.
- Trend-spotting exercises and entertaining features to stretch your minds.
- Reflection exercises to discuss how you can address the emerging trends (scenarios/dilemmas/ideas)

- Workbook with all workshop materials and outcomes.

Half-day and whole-day workshop formats available.

THEMES

We build our Trend Workshops around The Five Markets of Change that reflect the new needs that are emerging from the social megatrend based on the values of ethics, responsibility, sustainability and meaning.

Themes could, for example, be: The Future of Ethical Consumption; The World's Best Place to Work; The Future of Business; Co-creating Sustainable Products. But it's really up to you, because all our Trend Workshops are customized to your specific needs and outcome requirements.

The 5 Markets of Change

	Needs	Markets	Exchanges
1	Meaning and self-realisation	Conscious labour markets	Work <-> engagement and fulfilment
2	Social interaction and sharing	Hybrid markets	Products and services <-> enthusiasm and skills
3	Involvement and participation	Collective intelligence markets	Problems <-> feedback, ideas
4	Transparency and fairness	Activism markets	Information <-> Actions
5	Ethics and responsibility	Ethical consumption markets	Values <-> money

Table from The New Pioneers. © 2010 Tania Ellis.

Want a summary of The Five Markets of Change? **Sign up** to our newsletter to get your own free copy, or buy The New Pioneers **here**.

HOW YOU CAN USE A TREND WORKSHOP

You can use a Trend Workshop to kick-start processes for, for example, development of:

- Sustainable business strategies
- Corporate social innovation
- Employer branding activities
- Partnership programmes
- Communication campaigns
- Team-building & Idea generating

YOUR BENEFITS

- Gives you instant access to cutting-edge trends and business practices.
- Stretches you to think beyond current structures and boundaries.
- Provides you with important insights into new innovation formulas for social and economic value creation.
- Enables you to collect valuable input for kick-starting new or improving current business activities.

WANT TO LEARN MORE OR BOOK A WORKSHOP?

For more information on our Trend Workshops, price inquiries, bookings and more please contact us **here**.

PS. Don't forget your bonus gift – free signed copies of The New Pioneers for all workshop attendees – if you book your workshop in 2016.

HOW-TO MASTERCLASSES

QUALIFICATION. Get the knowledge, exercises, and tools to turn your plans, projects or programmes into effective and genuinely value-adding actions.

HOW-TO MASTERCLASSES

Do you want to learn how to apply the innovative success formulas for business unusual?

Our comprehensive How-To Masterclasses are customized to give you the knowledge, exercises and tools for turning your plans, projects or programmes into effective and genuinely value-adding actions.

THE FORMAT

- A How-To Masterclass runs over 1 or 2 days and always includes:
- Preparation questionnaire to match attendee needs and ensure an efficient, custom-fit session.
- A comprehensive overview of latest trends and inspirational best practice business cases.
- Do's & Don'ts based on the successes and failures of others who have already walked the talk.
- Practical exercises that help build the cornerstones of your new strategy and/or action plan.
- Key tools and guidelines to help you implement your strategy and/or action plan successfully.
- Workbook with all the How-To Masterclass materials and resources.

*Our How-To Masterclasses are usually exclusive, customized sessions for your company or department – or you can sign up for shared, closed sessions with other companies. We do occasionally also host open sessions. Check out our **Events section** for upcoming events.*

THE THEMES

The social business disciplines covered in our How-To Masterclasses are based on the four cornerstones (**the 4Cs**) of sustainable business success. Right now we provide the following How-To Masterclasses:

- From compliance and risk management to proactive and sustainable business development
 - *How-To* develop business-driven and integrated CSR strategies that create sustainable value.
- Sustainable CSR-communication through social media
 - *How-To* build your brand and create corporate social engagement.
- The 4Cs of sustainable business success
 - *How-To* put social responsibility into the heart of your business strategy & organization.
- Employee Engagement & Employer Branding
 - *How-To* capture the hearts & minds of your company's most valuable asset.
- Corporate Social Innovation through Shared Value Partnerships
 - *How-To* co-create sustainable win-win-win solutions in collaboration with your stakeholders.

*If you have a particular aspect of one of the 4Cs that you would like to master, please feel free to **contact** us. We may be able to help!*

YOUR BENEFITS

Attending a How-To Masterclass will:

- Provide you with a facilitated step-by-step approach to simplify and optimize your learning process.
- Upgrade your knowledge and skills, so you know what to do and how to do it.
- Help you design powerful strategies and/or action plans that make good business sense.
- Give you access to hands-on experience and practical advice on how to avoid the most common implementation pitfalls.
- Reward you with a How-To Masterclass Diploma that acknowledges your upgraded social business qualifications.

INNOVATION PROGRAMMES

DEVELOPMENT. Tailored workshop and training programmes to help you improve, revitalize, differentiate or innovate your (business) activities in ways that create both economic and social value.

INNOVATION PROGRAMMES

Are you a company, who wants to engage in business-driven CSR with a fundamental strategic or operational effect? A social enterprise or non-profit organization, who has decided to leverage its activities by joining forces with a commercial company? Or maybe a public institution with an ambition to deliver innovative welfare solutions?

We believe that the new rules of business are not limited to a particular breed of companies – they are applicable in all sectors of society, but in different ways and to serve different purposes.

So no matter whether you're in business to make money or to make the world a better place, we can help you design or deliver customized training & development solutions that will help you improve, revitalize, differentiate or innovate your activities in ways that create both economic and social value.



THE FORMAT

There is no one-size-fits all formula to creating sustainable business success – it depends on the sector you're operating in, your market challenges, organizational culture, ambition level – and on your budget of course!

So an Innovation Programme can be a short process with a development session over a month to help you design the cornerstones of your new plan – or a series of workshops and other kinds of support over a year to help you engage internal or external stakeholders in the implementation of your plan.

THE THEMES

The social business disciplines covered in our Innovation Programmes are based on the Four Cornerstones (**the 4Cs**) of sustainable business success. Here are some examples of possible themes:

CLEAR PURPOSE – *Sustainable business models & strategies*

- Revitalization of vision, values and strategy in support of sustainable business activities.
- Transformation plan: from corporate social responsibility to corporate social innovation.
- 360 degree check-up for integrated and business-strategic approach to corporate responsibility.
- Development of social business models (incl. financing strategy and overall business plan).

CORPORATE ENGAGEMENT – *Hardwiring & softwiring of the organization*

- Internal ambassador or employee involvement initiatives.
- Employee volunteering programmes.
- Responsible leadership and employee training.
- Development of process designs and KPIs in support of sustainable value creation.

COLLABORATIVE CO-CREATION – *Shared value partnerships*

- Cross-sector partnerships for development of innovative welfare solutions.
- Commercial business & social entrepreneur partnerships around corporate social innovation.
- Product/service innovation through stakeholder engagement.
- Community development with social entrepreneurship.

CLEAR COMMUNICATION – *Stakeholder interaction & corporate branding*

- Ethical consumer engagement programmes through social media.

- Sustainable communication and authentic branding strategies.
- Internal communication & innovation platforms.
- Online CSR reporting with an interactive & innovative twist.

YOUR POTENTIAL BENEFITS

We add value by assisting you in building your own business case of corporate responsibility or social innovation. Your potential business benefits and return on investment (ROI) from our services are manifold – depending on the goals and focus of your efforts:

- An improved or revitalized corporate brand and reputation.
- Keeping the forefront of new or future regulations and legislations.
- Differentiation from competitors.
- Accommodation to responsible investor demands.
- Increased operational efficiency.
- Attraction, retention and motivation of employees.
- Access to new or under-served markets and customer segments.
- Saving costs or opening up to new revenue streams.
- Innovation of products and services.

YOUR GUARANTEED BENEFITS

- Our Innovation Programmes are customized 100% to your company's specific needs.
- Our professional **network of partners** ensures you the very best specialists with the right skills.
- Our international **innovation network** gives you access to global trends & cutting-edge practices.
- Our blend of business, social issues and innovation ensures you a fresh & effective approach to sustainable value creation.

WANT TO LEARN MORE ABOUT HOW WE CAN HELP?

Nothing would delight us more than to help you become part of the global movement of New Pioneers.

So if you have considerations, ideas or concrete plans that you would like to acid-test on us, before you kick off a new initiative, project or programme, please feel free to contact us [here](#).