

MANIAELLIS
THE SOCIAL BUSINESS COMPANY®

SPEAKING

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INTERNATIONAL SPEAKER

SOCIAL BUSINESS EXPERT

NEW INSIGHTS – NEW ACTIONS



Tania Ellis's expertise and hands-on involvement in blending economic and social value with business strategy and innovation has made her a popular inspirational speaker for companies and organizations, who want to make sure that their business strategy, employee engagement efforts, customer programmes or new products and services are aligned with emerging global social business trends.

Tania's presentations are characterized by energy, authenticity, interaction and clear communication. Whether sharing her message with social entrepreneurs or global executives, she always ensures her audience an inspiring and engaging experience that can pave the way for innovative and sustainable business actions.

THEMES & FORMATS

SPEAKER AND MODERATOR

Want to make sure that your business is up-to-speed? Book Tania Ellis as a moderator or speaker, if you want fresh, insightful and inspiring perspectives on emerging trends, latest research and cutting-edge practices from the field of responsible, sustainable and social business.

THEMES & FORMATS

INSIGHTFUL & INSPIRING, ENTERTAINING & ENGAGING

As one of Scandinavia's leading social business experts and front-runners, Tania Ellis has over the years continuously set the agenda by identifying new trends and business practices built on values of ethics, responsibility, sustainability and meaning.

Tania Ellis's expertise and hands-on involvement in blending economic and social value with business strategy and innovation has made her a popular inspirational speaker for companies and organizations, who want to make sure that their business strategy, employee engagement efforts, customer programmes or new products and services are aligned with emerging global social business trends.



Over the years, Tania Ellis has spoken for hundreds of companies, trade unions NGOs, educational institutions, ministries and think tanks, and her messages of social and economic value creation have reached thousands of participants ranging from opinion-formers, business leaders, politicians and cabinet ministers to employees, activists, students and social entrepreneurs.

Her internationally acclaimed book, *The New Pioneers – Sustainable business success through social innovation and social entrepreneurship* (Wiley 2010) has been praised as a "handbook for the global revolution", and has cemented Tania Ellis's status as a global

trendspotter and thought leader, giving her Scandinavian-based activities a global outreach with a growing international audience from both the old and new economies.

Tania’s presentations are characterized by energy, authenticity, interaction and clear communication. Whether sharing her message with social entrepreneurs or global executives, she always ensures her audience an inspiring and engaging experience that can pave the way for innovative and sustainable business actions. Book Tania Ellis, if you want insightful and entertaining presentations packed with “ahhs” and “ahas”.

[Download Tania’s Speaker Profile here](#)

THEMES

All speaking themes build on trends and business practices based on the values of ethics, responsibility, sustainability and meaning. Covered themes include responsible leadership and work-life issues; authentic corporate branding; meaningful employee engagement; social media and social purpose; sustainable business and growth; corporate social responsibility (CSR); corporate social innovation (CSI); shared value partnerships; ethical consumption; socially responsible investing (SRI); and social entrepreneurship.



CURRENT KEY NOTE TOPICS

- The Social Megatrend – about new ways of thinking, living and working
- The Five Markets of Change – how the effects of inner globalization are changing business
- The New Pioneers & the routes to sustainable business succes

- First purpose, then profit – from hardcore to heartcore business
- Corporate responsibility – from business risk to business opportunity
- Generation MeWe & heartcore leadership – about future leadership and the good (work)life
- Corporate volunteering as career booster
- Business Unusual – about social entrepreneurship & (corporate) social innovation
- A business force for good – about blended value partnerships
- The Global Brain & the power of YOU – about using social media for social good
- Authentic corporate communications – about greenwashing & greenhushing
- Employer branding with meaning

FORMATS

Tania's speaking sessions are usually from 15 minutes to 1,5 hours and always interactive, so the audience is engaged throughout the presentation. Format and content can be adapted subject to agreement and tailored to specific company needs. If you need a longer session or a more focused and customized format, check out our [Trend Workshops](#), [Intro-Sessions](#), [How-To Masterclasses](#) and other exclusive [consulting and training services](#). Presentations are also available in a webinar/video conference format. Tania Ellis travels from Copenhagen.

MODERATOR

The combination of her social business expertise, many years of key note speaking as well as over a decade of people management experience makes Tania Ellis a professional and engaging moderator at conferences and other large assemblies. You can also benefit from involving her in the pre-planning stages of your event, so you make sure that it is designed in the most effective way.

BOOKING

We work together with specialized speaker bureaus, so that we can give you an extensive, regional service. We have partners specialized in Asia Pacific, Denmark, Norway and the International markets, so if you have any questions or inquiries, please don't hesitate to contact them or us.

Read more about our partners [here](#) or contact us directly [here](#).

SPEAKING THEMES SOCIAL MEGATRENDS

What does the outer and inner globalization mean for you and your company? Get an overview of global social megatrends - and gain insight into the forces that are driving the new rules of business unusual.

SOCIAL MEGATRENDS

Want to make sure that your business strategy, employee engagement efforts, customer programmes or new products are keeping up with the current changes? An overview of the current inner and outer globalization trends will give you insights into the current forces of change that are revolutionizing our ways of thinking, living, working – and conducting business!



NEW TIMES CREATE NEW NEEDS...

Ethics, responsibility, sustainability and meaning are the values that are the foundation of the current social megatrend, which is permeating everything from national growth strategies, investor demands, employee needs, consumer desires and society's expectations to companies today.

The relationship between business and society is not only being changed by external pressures of globalization. The effects of inner globalization are also making their mark on individuals, who feel a sense of personal responsibility to make the world a better place, and are putting this into action as employees, activists, consumers and entrepreneurs.

All this is creating new rules for how we work and run our companies and organizations – no matter whether we are in the business of creating shareholder value, of providing welfare solutions or of making the world a better place.

GLOBAL TRENDS, NEW INSIGHTS AND PRACTICAL INSPIRATION

Tania Ellis's presentations on current social megatrends are useful for you, if you want:

- A clear overview of the forces of change that are currently revolutionizing the way we live, work and conduct business.
- A wide variety of inspiring regional and international cases of latest sustainability-oriented consumer, employee, societal and business trends.
- To learn why practices built on ethics, responsibility, sustainability and meaning are business and innovation opportunities that cannot be missed.
- Understanding of what the social megatrend means for *your* business with insights on how you can put the new rules of business into practice in your own organization.
- Whether sharing her message with entrepreneurs or executives, Tania Ellis always ensures her audience an inspiring and interactive experience that can pave the way for innovative and sustainable business actions.

All presentations are based on Tania Ellis's ongoing work as [global trendspotter](#) as well as her key findings and extensive research behind her internationally acclaimed book [The New Pioneers](#).

CURRENT KEY NOTE TOPICS & TITLES

The tag cloud on the top of this page indicates the many different topics that are related to inner and outer globalization trends. Current key note titles include:

- The Social Megatrend – about new ways of thinking, living and working
- The Five Markets of Change – how the effects of inner globalization are changing business

If you are interested in a tailored presentation any of the other related topics, format and content can be adapted subject to agreement. Format and content can be also be tailored to specific company needs.

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They believe that social responsibility can be used as a means of generating economic value – and that business can be used as a means of generating social value. Because they realize that sustainable business practices that create both economic and social value will secure business success and long-term growth as well as the well-being of people and planet.

But how do they put this mindset into practice? And what are the challenges and benefits of doing so? Tania Ellis's presentations on business and entrepreneurship are useful for you, if you want to:

- Find out why practices built on ethics, responsibility and sustainability are business and innovation opportunities that cannot be missed.
- Discover how companies gain competitive advantage by putting innovation and sustainability into the core of their business thinking.
- Understand how entrepreneurs create innovative solutions and sustainable value by challenging conventional logics.
- Learn from their successes and failures to overcome the paradoxical pitfalls of sustainable business.
- Gain insight into the new innovation formulas and four cornerstones for economic and social value creation.
- Master the rules of sustainable business in the new economic world order.

You are guaranteed a wide variety of inspirational business cases as well as an introduction to principles and tools that can help you put words into sustainable business actions.

All presentations on business & entrepreneurship are based on the key findings and extensive research behind Tania Ellis's internationally acclaimed book **The New Pioneers** as well as her own many years of **hands-on experience** as a business manager and entrepreneur.

CURRENT KEY NOTE TOPICS & TITLES

The tag cloud on the top of this page indicates the many different topics that are related to social business and entrepreneurship. Current key note titles include:

- The New Pioneers & the routes to sustainable business success
- First purpose, then profit – from hardcore to heartcore business
- Corporate responsibility – from business risk to business opportunity

- **ALSO SEE: *Social entrepreneurship & (corporate) social innovation***

If you are interested in a tailored presentation around any of the other related topics, the format and content can be adapted subject to agreement. Format and content can be also be tailored to specific company needs.

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LEADERSHIP & WORK-LIFE

How can you attract, retain and develop talents on the conscious labour markets? Learn from companies that put corporate responsibility, sustainability and meaning into the hearts and minds of their organization.

LEADERSHIP & WORKLIFE

Do you want to make sure that your leadership and employee development programmes are up-to-date? Need to crack the code for meaningful 21st century talent management? Or just want new inspiration on how to attract and retain the next generation of employees? Learn from companies that put corporate responsibility, sustainability and meaning into the hearts and minds of their organization.



FROM HARDCORE BUSINESS TO HEARTCORE BUSINESS

When people's needs change, business must adapt. Companies that fulfill employee needs for meaning and personal development while making contributions to society that go beyond making a profit are today essential cornerstones of modern work and life expectations. We're moving from human re-

source to human purpose management. And this requires heartcore leaders, who are able to bridge mission and meaning.

But how do you actually do that? And why should you? Get introduction to innovative business practices, tools and mind-provoking leadership principles, so you can design initiatives that create value on both the inner and outer bottom lines:

- Understand what drives the MeWe generation and why.
- Inspiration to how you can attract global talents on the conscious labour markets.
- Gain insight into key tasks and principles of tomorrow's leaders.
- Learn from companies who have succeeded in putting the values of responsibility, sustainability and meaning into the hearts and minds of the organization.
- Understand how to put these values into the 'hardwiring' and 'softwiring' of a company.
- Examples of progressive employer branding and development programmes for the next generation of responsible leaders and employees.

All presentations on leadership & work-life issues are based on Tania Ellis's past ten years of extensive field research, key findings in her internationally acclaimed book **The New Pioneers**, her MBA dissertation **The Era of Compassionate Capitalism** as well as her own **hands-on experience** from her 12 years of people management practice.

CURRENT KEY NOTE TOPICS & TITLES

The tag cloud on the top of this page indicates the many different topics that are related to leadership & work-life issues. Current key note titles include:

- Generation MeWe & heartcore leadership – about future leadership and the good (work)life
- Corporate volunteering as career booster – for the inner and outer bottom lines
- Employer branding with meaning

ALSO SEE: Employer branding with meaning

If you are interested in a tailored presentation around any of the other related topics, the format and content can be adapted subject to agreement. Format and content can be also be tailored to specific company needs.

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SOCIAL INNOVATION

Want to gain insight into the new innovation formulas for problem-solving and economic & social value creation? Learn from progressive companies and social innovators, who are creating wealth and welfare for the benefit of society, the environment and the bottom line.

SOCIAL INNOVATION

Looking for new welfare solutions, inclusive business models, ideas for reducing waste, sustainable product concepts, cutting-edge learning methods? Well these are just a few examples of what social innovation is all about: new solutions that solve societal problems or meet people's unfulfilled needs in new ways that improve their lives. It is an expression of how we think, learn, live and work.

The co-operative movement, legislation, tax, therapy, insurance, stenography, labour unions, social welfare centres, kindergartens, management concepts, pedagogical methods and e-learning are all examples of social innovations that have emerged in the context of a particular period in history to meet the needs of their time.

In today's quest for sustainability, social innovation is again proving to be a significant driver of creating both economic and social value in benefit of society.



NEW WAYS OF SOLVING PROBLEMS – AND DOING BUSINESS

Social innovation opens up for new ways of creating value, solving problems – and doing business. Local Exchange Trading Systems (LETS), venture philanthropy, microcredit, CSR, Fairtrade certifications, Gross Company Happiness measures, emissions trading and hybrid social business models are all examples of recent concepts that have emerged.

And thanks to web 2.0 technologies, we are rapidly moving into the era of innovation, where all conventional rules and logics are being challenged. It is a new world where creativity, responsibility, self-organization, participation and decentralization are key principles.

This is opening up to a new level of innovation, collaboration and co-creation across national borders, professions and organizational hierarchies. Welcome to Business Unusual!

REVITALIZE YOUR ROUTINES – BREAK BUSINESS-AS-USUAL

Want to gain insight into the new innovation formulas for problem-solving and economic & social value creation? Learn from The New Pioneers – progressive companies and social innovators – who are paving the way for responsible and sustainable business one innovative step at a time in a wide range of industries from media, food, agriculture and banking to medicine, cosmetics, IT and design.

Among other things, you will gain insight into how to:

- Mix the speed of online technology with human expertise and engagement.
- Utilize open innovation and online sharing to solve problems and develop new products.
- Engage consumers to create content and products on the ethical consumption markets.
- Involve citizens and users both online and offline to generate welfare solutions.
- Join forces with civil power brokers to solve your business challenges.
- Break the business-as-usual cycle by shaping new partnerships, using resources in new ways, developing sustainable products and services and more.

- Generate (corporate) social innovation and new business models by developing solutions to social or environmental challenges.

CURRENT KEY NOTE TOPICS & TITLES

The tag cloud on the top of this page indicates the many different topics that are related to social business and entrepreneurship. Current key note titles include:

- Business Unusual – about social entrepreneurship & (corporate) social innovation
- A business force for good – about blended value partnerships
- The Global Brain & the power of YOU – about using social media for social good

ALSO SEE: [The Five Markets of Change – how inner globalization is changing business](#)

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COMMUNICATION & BRANDING

Avoid the common pitfalls of sustainability communication and branding, and get fresh insights into how you can build authentic, engaging - and cost-effective - programmes that engage your stakeholders.

COMMUNICATION & BRANDING

Are you guilty of greenwashing – or *greenhushing*? Or maybe just interested in learning more about, how you can optimize your corporate responsibility and sustainability efforts through clear communication and authentic branding? Then you have landed the right place.



TRANSPARENCY, TRUST AND AUTHENTICITY...

... Are key words when it comes to communicating your responsible and sustainable business practices. It's not about being perfect. Because working with sustainability is a learning journey, and we will never know what stumbling blocks we may need to cross along the way.

Public scrutiny is at an all-time high, and sustainability pioneers are not spared either.

Openness, transparency and clear communication of both successes and failures towards internal as well as external stakeholders in order to build trust and mutual understanding is therefore critical. And information and communication must over time be converted into dialogue and relations.

With Web 2.0 comes CSR 2.0 with new possibilities for social interaction, involvement and co-creative opportunities, which open up for business innovation, problem-solving capacities and disruptive changes in the way companies act and interact socially and ethically.

In short, sustainable corporate branding is about more than PR-driven communication with glossy or defensive messages. It's about opening up your organization to the outside world.

FROM INFORMATION & COMMUNICATION TO DIALOGUE & RELATIONS

Why should you communicate your sustainability efforts? And how do you avoid the most common pitfalls? We give you fresh ideas and inspiration as to how you can build authentic, engaging – and cost-effective – programmes that engage your stakeholders. You get insights into:

- How you can use differentiation rather than volume to stand out from the crowd.
- Real-life cases of greenwashing – and guidelines for how to avoid it.
- Internal communication programmes and platforms.
- (Cost-effective) communication channels that will get the right messages out to the right target group.
- Three communication strategies for stakeholder communication and engagement.
- Key principles for authentic communication and use of online media.
- Cases of how front-running companies are using online media to engage stakeholders, innovate business and co-create new ideas and products.

CURRENT KEY NOTE TOPICS & TITLES

The tag cloud on the top of this page indicates the many different topics that are related to leadership & work-life issues. Current key note titles include:

- Authentic corporate communications – about greenwashing & greenwashing

ALSO SEE: [Employer branding with meaning](#) and [The Global Brain & the power of YOU – about using social media for social good](#)

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BOOKINGS & INQUIRIES SPEAKER BUREAUS

BOOKINGS & INQUIRIES

Are you planning an internal training session, management meeting, workshop, conference or any other kind of event? We can help you with suggestions for speaking themes, format and more. Just send us or one of our partners a request – we would be glad to help.

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You may also be able to find inspiration from our many different [cases here](#). Find contact links to our partners to the left – or [contact us directly here](#).