



# Tania Ellis

Social business expert

*International author, speaker and  
strategic business advisor  
specialized in social business trends*

Tania Ellis, Executive MBA, is a Danish-British prize-winning author, speaker and strategic business advisor, specialized in trends and business concepts built on the values of ethics, responsibility, sustainability and meaning.

She is the founder of communications and consulting company, The Social Business Company, which inspires and helps companies and entrepreneurs create economic and social value.

Tania Ellis is a popular speaker and business advisor with clients ranging from entrepreneurial companies to large corporate brands.

Her internationally acclaimed book *The New Pioneers* was in 2010 listed on Cambridge's Top 40 Sustainability Books, and was in 2011 published in Thai.

This has cemented her status as global trend-spotter and thought-leader, and has given her Scandinavian-based activities a global outreach with a growing international audience from both the old and new growth economies.

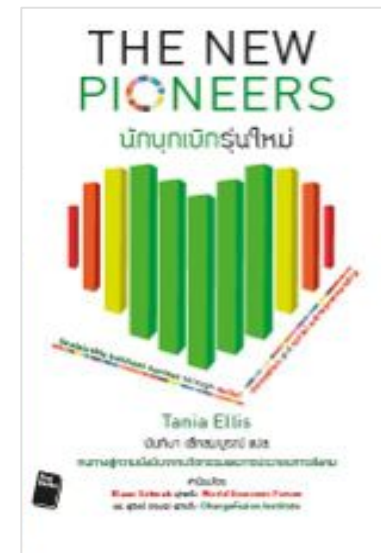


## The New Pioneers – Sustainable business success through social innovation and social entrepreneurship

*The New Pioneers* (Wiley 2010) is a practical guide for capitalists and idealists on how to navigate in the new economic world order.

It is about the social megatrends that are shaping our lives in new ways and creating a new face of capitalism.

It is about the pioneers that are paving the way for the new business revolution: this century's visionary business leaders and social entrepreneurs.



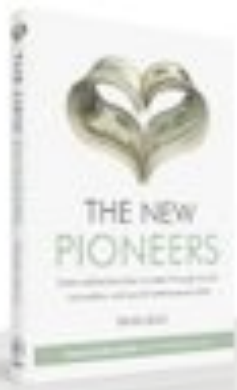
In 2010 *The New Pioneers* was listed on Cambridge's Top 40 Sustainability Books.

In 2011 the book was published in Thai (Post Books).



With a wide array of cases from all over the world Tania Ellis explains the key principles of sustainable business success and provides insight into the new rules of business unusual:

- ✓ Get an overview of the forces of change that are creating a new face of capitalism.
- ✓ Find out why practices built on ethics, responsibility and sustainability are business 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.
- ✓ Gain insight into the new innovation formulas for economic and social value creation.
- ✓ Master the rules of sustainable business in the new economic world order.



*"Hardcore business people are realizing that they can increase their profits by incorporating social responsibility into their business, and heartcore idealists are realizing that the use of market methods helps them meet their social goals successfully,"* argues Tania Ellis.

*[Tania Ellis's] book shows the spectrum of thinking and concrete action around socially and ecologically responsible business that has emerged in the last decade... and her work in aggregating this information will go a long way to inspiring others to lead further into the future. It comprises exciting opportunities of engaging new actors and forging new partnerships to "improve the state of the world".*

- Klaus Schwab, Executive Chairman,  
World Economic Forum





## The New Pioneers endorsers

*The world is changing and the new pioneers are the ones changing it. If you want to make sense of what's happening - or even better, if you want to help make it happen - read this book. It's a handbook for the global revolution!*

- Alan M. Webber, Co-founder, Fast Company

*Packed with case studies and guided by the principles which inform them it shows how companies are leveraging their competitive advantage and building innovative business models.*

- Richard S. Gillies, Director, CSR & Sustainable Business, Marks & Spencer

*This is a book that informs and inspires, reminding us that a better world is not only possible, but is already being created. It is an insightful window on a remarkable movement - and a call to action for us all.*

- Dr Wayne Visser, Director, CSR International

*If you are joining the social entrepreneurship revolution, or seeking to apply its principles in a mainstream business setting, this insightful and incredibly well researched book sets out the rules of the road ahead.*

- John Grant, Author, The Green Marketing Manifesto

*The New Pioneers needs to be not only read - but more importantly acted on - by all of us at the frontiers of building and giving life to the new economy.*

- Tony Manwaring, Chief Executive, Tomorrow's Company



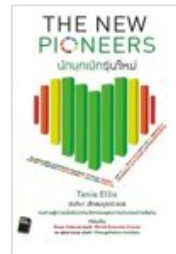
*"The New Pioneers is a very timely arrival that talks about developing future leaders and talent as businesses begin to recognize more and more that corporate sustainability is stretching the bandwidth of both current business models as well as their leadership profiles."*

- Anant G Nadkarni, Vice President,  
Group Corporate Sustainability, Tata

Tania Ellis interviews Bangladeshi economist,  
microcredit pioneer and Nobel Prize winner,  
Muhammad Yunus for *The New Pioneers*.







Tania Ellis is a popular expert commentator with features and contributions in national and international media like Danish Berlingske Tidende, Børsen and Monday Morning, South African Human Capital Review, The European Financial Review and The Guardian.

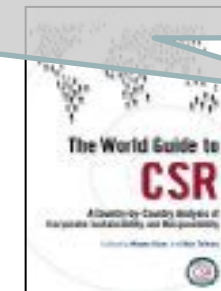
Read articles and see interviews at:  
[www.taniaellis.com](http://www.taniaellis.com)

Follow her blog at:  
[www.thenewpioneers.biz](http://www.thenewpioneers.biz)

Watch her most recent interview at:  
[www.makechange.tv](http://www.makechange.tv)



Tania Ellis, Author of *The New Pioneers*





Tania Ellis' s extensive knowledge and passionate delivery has made her a popular speaker, characterized by energy, authenticity and clear communication.

She has hosted workshops and 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.

Whether sharing her message with entrepreneurs or global executives, she always ensures her audience a relevant and inspiring experience that can pave the way for innovative and sustainable business actions.

## Business innovation & strategy

Over the years Tania Ellis has been involved in numerous projects and honorary offices that focus on social and economic value creation. For example, informing the Danish Government work group, who published the first Danish Action Plan for Corporate Responsibility.

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

As a result, Tania Ellis's reference list includes a versatile roster of multinational corporations as well as some of Scandinavia's most respected organizations and companies.

Topics include:

- Social megatrends & the new faces of capitalism
- The 4 cornerstones of sustainable business success
- Authentic & responsible leadership
- Employer branding with meaning
- Generation MeWe & the good (work)life
- Authentic corporate branding – first purpose, then profit
- Social media and social purpose
- Corporate social responsibility (CSR)
- Blended value partnerships & "the 4th sector"
- The Five Markets of Change
- Ethical consumption
- Social money talks & socially responsible investing (SRI)
- Social entrepreneurship & (corporate) social innovation

## Contact us or our partners for more information...

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