

IANIAELLIS
THE SOCIAL BUSINESS COMPANY®

**THE SOCIAL BUSINESS
COMPANY**

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THE SOCIAL BUSINESS COMPANY

NEW TIMES CREATE NEW NEEDS – AND REQUIRE NEW SOLUTIONS

The world is changing – and so are companies. Because when society's needs change, business must adapt.

The business of business is still business, but the rules of how to stay in business are changing – no matter whether we are in the business of creating shareholder value, of providing welfare solutions or of making the world a better place. 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. We also 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.



These are the reasons why we have created The Social Business Company® – a mission-driven company in business of creating social and economic value for the benefit of society and the bottom line.

OUR HEARTCORE BUSINESS PHILOSOPHY

Our overall mission is to inspire and guide individuals and organisations to engage in or develop innovative and sustainable practices that generate both social and economic value. On a more operational level, we want to inspire and help companies and entrepreneurs put economic and social value creation into the heart of their business and organization.



Because 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.

The 21st century business mindset must become an integrated part of the business model, as well as an engaging part of a company's day-to-day practices.

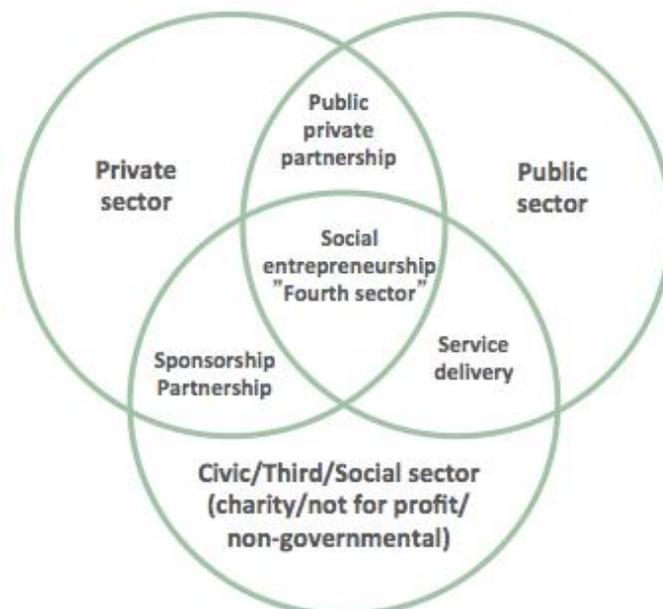
Social innovation should be built into the core of business strategy – and business should be built into the core of social innovation.

OUR CLIENTS – WHO BENEFITS 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.

The diversity within the field of social business is also reflected in our wide range of clients across sectors and industries: ministries, unions, business schools and universities, municipalities, NGOs, business networks and associations, think tanks, trade unions, entrepreneurs, medium-sized companies and multinationals.



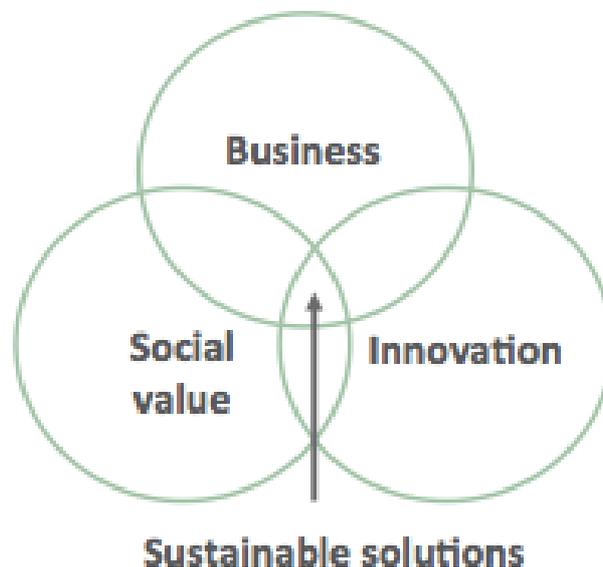
Source: Ellis, T. "The New Pioneers", Wiley 2010

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.

OUR KEY SERVICES – HOW WE CREATE VALUE

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 services around two pillars: to give inspiration and facts about the trends and new needs that are emerging – and to provide training and consulting that helps you develop new solutions and put words into practice.



To us 'social business' is about working across the fields of CSR – corporate social responsibility (using social value creation as a means to do business), social innovation (developing solutions to social or environmental challenges) and social entrepreneurship (using business methods as a means to create social value).

In short, we blend the disciplines of business strategy, social value creation and innovation.

Your potential benefits from this socio-economic blend of disciplines and fields are manifold: differentiation from competitors; product and service innovation; access to new customers & markets; improved reputation; stronger employer branding; preferred supplier status; efficient resource

utilization; new business models; economic & social growth; sustainable value creation.

THE FOUR CORNERSTONES OF OUR WORK

Our services are built around our model the Four 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); Collaborate Co-Creation (innovation through partnerships); Clear Communication (stakeholder interaction and corporate branding).

You can more about the 4Cs [here](#).

A NETWORK-BASED ORGANIZATION – TO YOUR BENEFIT



The Social Business Company® is a Scandinavian-based company with a global outreach. We have offices in Denmark and in Norway, and operate with an international network-based organization structure.

This means that we outsource a variety of tasks and business functions, so we can maintain a flexible infrastructure, and we can up- and downscale our business when required. But most important of all this means that we can customize our [consulting and training services](#) to your specific needs, and you are al-

ways guaranteed the very best specialists with the right skills, when we design a tailored workshop session or innovation programme for you.

Read more about our partners and their wide range of specialist skills [here](#).

ABOUT TANIA ELLIS

A GLOBAL CITIZEN OF THE “WHY NOT” TRIBE

Growing up in a dual nationality family combined with extensive travelling and a childhood and early adulthood in Denmark, Turkey and Zambia, has shaped Tania Ellis’ worldview and hybrid mindset: there is often more than one answer to a question, there are no definite truths, and there are most certainly already ideas and solutions out there just waiting to be discovered.

The principles of the “Why Not’s” and “Both/And’s” rather than the “Cannot’s” and “Either/Or’s” have consequently driven Tania Ellis’ way of thinking and living, which is also reflected in her professional work life today.

EXPERIENCED BUSINESS PRACTITIONER & SOCIAL ENTREPRENEUR

At the age of 22 Tania Ellis entered her first management position, and at the age of 28 she was deputy manager of 15 middle managers and 250 employees. With over 20 years of work experience from the business sector, 12 of the years in various management positions, and an Executive MBA from Henley Management College in London, Tania Ellis has extensive theoretical and practical experience in bridging people’s needs with business needs. [Read more about her professional background here.](#)



In 2003 she founded her own communications and consulting company, The Social Business Company® (former Inspiratorium®) with the purpose of guiding and inspiring individuals and organisations to engage in innovative and sustainable practices that generate both social and economic value. [Read more about Tania Ellis’ WHY and the purpose of her own company here.](#)

RECOGNIZED PUBLIC SPEAKER & STRATEGIC BUSINESS ADVISOR

Over the years Tania Ellis has been involved in numerous projects and honorary offices that focus on social and economic value creation. [See list of projects and honorary offices here.](#)



Tania Ellis' expertise and hands-on involvement in blending economic and social value with business strategy and innovation has made her a popular inspirational speaker and strategic advisor 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.

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.

Tania Ellis's reference list includes a versatile roster of multinational corporations as well as some of Scandinavia's most respected organizations and companies. [See list of Clients & Cases here.](#)

EXPERT COMMENTATOR & OPINION-FORMER

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 concepts built on the values of ethics, responsibility, sustainability and meaning.

In 2003 she wrote her Executive MBA dissertation *The Era of Compassionate Capitalism* to document how changing values in society and spiritual search influence the demands in work life, leadership and business. In 2004 she won the Danish business magazine *Berlingske Nyhedsmagasin's* prize award for her paper *A Leadership Model for Future Denmark [En Ledelsesmodel for Fremtidens Danmark]*. [Read her papers here.](#)



Tania Ellis has authored dozens of articles on social business trends, and is a popular expert commentator with regular features and contributions in national and international media like Berlingske Tidende, Børsen, Monday Morning, the South African Human Capital Review, The European Financial Review and The Guardian. Most recently she has been invited by the Danish Ministry of Business and Growth to contribute as expert blogger on its international website DanishResponsibility.dk. [You can find all Tania's articles and interviews here.](#)

INTERNATIONALLY ACCLAIMED AUTHOR & GLOBAL TREND-SPOTTER

Tania Ellis's book contributions include the first Danish book on social innovation and social entrepreneurship, De Nye Pionerer (Jyllands-Postens Forlag 2006), The CSR World Guide (Greenleaf Publishing 2010), the Danish anthology on social entrepreneurship, Socialt Entreprenørskab (Børsens Forlag 2010), and her internationally acclaimed book The New Pioneers (Wiley 2010). [Read more about her books here.](#)



Her most recent 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" with endorsements from, among others, Klaus Schwab, founder of the World Economic Forum. In 2010 the book was listed on Cambridge's Top 40 Sustainability Books along with authors such as Al Gore, Joseph Stiglitz and Muhammad Yunus. In 2011 The New Pioneers was published in Thai. [Read more about The New Pioneers here.](#)

In 2014, Tania Ellis was recognized with the [Women Leadership Excellence Award](#) at a ceremony in Mumbai, India. The Award was conferred to her 'for her significant contributions towards social change and purpose of guiding

and inspiring individuals and organizations to engage in innovative and sustainable practices that generate both social and economic value’.

All this has cemented Tania Ellis’s status as a global trendspotter and thought leader, and has given her Scandinavian-based activities a global outreach with a growing international audience and client base from both the old and new economies.

OUR MANIFEST AND PRINCIPLES

Our purpose is reflected in The New Pioneers manifest and our Give & Grow principle that guide our daily work in The Social Business Company.

OUR MANIFEST

THE NEW PIONEERS MANIFEST

The New Pioneers are this century's generation of visionary companies and social entrepreneurs that are creating a new face of capitalism.

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THE BUSINESS MINDSET

We 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.

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THE BUSINESS APPROACH

We believe that corporate responsibility and social innovation should be built into the core of business strategy – and that business should be built into the core of social innovation.

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THE BUSINESS RESULTS

We believe 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.

GIVE & GROW

A part of our company mission is about contributing to a culture, where you give while you grow. This is the reason why our very core business is about promoting sustainable business solutions that create both economic and social value. It is also the reason why we operate with a "Give & Grow" principle, which among other things means that we offer:



- Free Give & Grow consulting sessions (30-60 minutes) for students working on social business-related topics or social entrepreneurs, who need advice on how to move forward with their social business idea.
- Special Give & Grow rates for students, unemployed or others who have a passion for social business, but lack the funds to attend our **How-To Masterclasses** and other **training services**.
- Give & Grow volunteering opportunities at our **miniconferences** in **The Social Business Club** and other of our open events in exchange for free entrance.
- Our services for philanthropic funding of good causes like our recent support of the **Fight Against Cancer Campaign**
- **Honorary/voluntary work** within a wide range of committees, think tanks, boards, advisory boards, projects and initiatives that promote social innovation, social entrepreneurship and/or corporate social responsibility.