

Be Leadership.

Because every leader has an impact.

We believe in a world where all organizations are led by people who inspire others to greatness.

To be effective leaders in today's environment, we need to consider the impact we have on the world as well as the people around us. This is what it means to be a social leader – an ability to think beyond the business to broader society. It requires that we think not only about what we do but how we do it.

At Be Leadership, We help organizations bring their purpose to life through their people. We develop social leaders who work in alignment with their reason to be, developing the skills, perspectives and self-awareness to make greater business and social impact.

The business case for social leadership

When organizations put positive social purpose at the heart of what they do, they gain a competitive advantage while benefiting the world.

There is a misperception that companies have to choose between purpose and profit. This is no longer the case. Research proves that being purpose-driven improves the bottom line.

Purposeful, value-driven companies outperform their counterparts in stock price by a factor of 12.

Kotter & Heskett, *Corporate Culture and Performance*



No country, no business, no person, can win sustainably in a world that loses.

Jean-Laurent
Bonnafé - CEO, BNP Paribas



Purpose plus profit

There is a positive business case for developing social leaders. When done well and authentically, strategic corporate responsibility positively impacts products, culture and the balance sheet. A focus on positive impact and social purpose positively effects:

Brand reputation: 91 percent of consumers would switch brands if a different one was purpose-driven and had similar price and quality (Source: [Forbes](#))

Recruiting & retention: The younger generation is more willing to be paid less to work for a company that is focused on positive social impact (Source: [ScienceDaily](#))

Employee engagement: 89 percent of people said companies with shared purpose would have greater employee satisfaction (Source: [HBR](#))

Business performance: Over a ten-year period, purposeful, value-driven companies outperformed their counterparts in stock price by a factor of 12. And another study found purpose driven companies outperformed the S&P 500 by 10 times over 15 years. (Source: [EY](#))

In today's environment, leaders need to consider the impact they have on the world as well as the people around them. This is what it means to be a social leader – an ability to think beyond the business to broader society. It requires that leaders think not only about what they do but how they do it. Social leaders have the skills, perspectives, and self-awareness to positively impact the business and the world.

Contact us to learn more

If you'd like to learn more about developing social leaders and bringing your organization's purpose to life through your people, please get in touch for a conversation at shannon@be-leadership.com.



Be Leadership.

Creating powerful learning experiences.

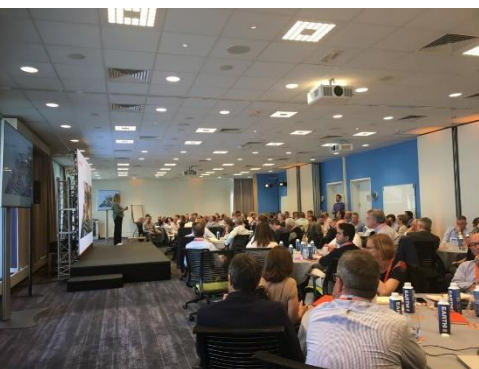
We create connections between organizations, communities and individuals, opening the eyes of our participants to new outlooks and perspectives.

We create custom leadership development offerings that meet specific organizational needs, drawing on our expertise in facilitation, action learning and 1-1 executive coaching. Here are examples of the powerful experiences we have developed:



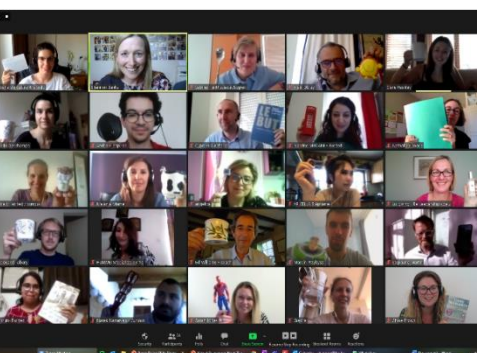
Tailored Leadership Journeys: Social Enterprise Hackathon

In the Social Hackathon, we bring together leadership talent and inspiring social partners for an immersive and emotionally-engaging leadership experience, either in person or virtually. Together we work on challenges that the partners are facing using a team-coaching method called action learning. At the same time, we practice social leadership skills to ensure leaders are more equipped to be successful in today's world.



Blended Learning Experiences: Purpose to Action Leadership Experience

In this blended learning experience, we run a series of online workshops that help each leader to discover their individual purpose and to start considering how this relates to that of their company. Then in a large in-person event we look at purpose collectively and by understanding areas of alignment, explore new ways to bring the company purpose to life.



Scalable Online Development: Social Leadership in Practice

This online workshop series helps leaders increase their effectiveness and develop the skills needed to have a positive impact both in the business and society. Over the course of the eight sessions, we teach ways to bring the social leadership skills to life authentically in participants' roles, in alignment with their purpose and leadership brand.

Be Leadership.

Our experiences make a difference.

We believe in creating a partnership with our clients and social partners to consistently deliver work with business and social impact.

We deliver measurable business impact

Our goal is to ensure every engagement results in real performance improvements and clear outcomes. Whether it's a multi-year leadership development journey, a six-month executive coaching program or an immersive virtual hackathon, our development experiences result in real reflection, learning and change for those participating.

Measuring our impact.

In a recent program:

100% of participants left with a clearer understanding of the skills needed to be a successful social leader

96% better understood their organization's social responsibilities

100% of participants felt they gained or enhanced skills that were useful for their career development

100% felt their team achieved clear actions and outcomes



“ The Social Enterprise Hackathon opened my mind. Without the hackathon I wouldn't see things the way I see them now.

Participant, Virtual Workshop