

Essay on do well do good

By ShARE founder

Purpose has become a very trendy word in the corporate world. You keep hearing “Start with the Why” . Tier 1 consulting firms are developing societal index and help their clients find their purpose.

Yes finding and articulating your purpose is critical and it is step 1. But this is only 20% of the job. There are real changes for your business – and this is not only what you write on your website. You are likely to change your product features, change the way you sell it, adjust your pricing, change your operations, change your HR system...You will have to stop doing certain things and start doing many other things. This calls for a real transformation.

ShARE proposes 7 criteria to define a societal company – a company that serves the society or a Do Well Do Good company. They seem to be common sense, but yet many companies that claim to have a strong purpose don't respect any of those.

At first sight, they might have negative impact on your profit margin and on return on capital. On the revenue side, you might sell less. On the cost side, you would spend more with more expensive suppliers.

But if you find the courage to flip the coin, there is good surprise in the other side that you might not be aware of and that will get back what you lost. On the revenue side, you will create a stronger brand with strong ethics and values that clients will appreciate and choose you over your competitors. On the cost side, your staff productivity will increase, talents will come to you and at a much lower cost. This will make you win, because brand and talents are what eventually matters in the long-run.

Customers

1. Sell something you think will genuinely help your customer (people call it “purpose”)
2. Therefore, don't sell something that creates an addiction
3. Don't sell something that will harm or cheat your customers

Employees

4. Make your employees grow
5. Make an effort to offer job to those who are excluded from the traditional job market

Government

6. Be smart at finding an innovative economic model, and not at avoiding taxes

Society

7. Have operations that don't impact the society negatively unless you more than offset them

value chain

8. Don't sell/buy something to/from company that does not follow principles 1-7

All are measurable except number #1 – the purpose. Because the definition of good is different from people to people. And that's ok if it is not be measurable. Many fundamental things can't be measured – such happiness, parenthood, self -peace. The world will be a much better place in each other take decisions with good intent rather than just maximising profits.

No criteria call for companies to create a CSR department or a foundation to have a positive impact on the society. The impact that a company has on the society is through their tax, their customers, their employees they treat with benevolence and without impacting others negatively. So no need to set aside funds to build hospitals in African villages. The taxes you pay will build more hospitals than your foundation!