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EXTRAORDINARY KEYNOTES FOR EXECUTIVE AUDIENCES

Corporate Responsibility Redefined

Corporate Responsibility is understanding that every thing we do, every part of our business, EVERYTHING, is creating the society we live in and the planet we live on. "Corporate" literally means "the body of the whole" from ancient Latin. Corporate Responsibility is about being responsible for both the whole company and the whole in which the company exists.

Corporate Responsibility from this whole perspective means we consider the effects of:

- How we expend, earn and exchange money as well as do philanthropy
- How we organize people to work
- How we market and sell
- How we deal with our suppliers, subcontractors and distributors
- How we train and educate our people and the public
- How we engage our customers and consumers
- And much more.

We go beyond the development of ecological friendly products, sustainable and fair trade supply chains and a commitment to good deeds. We ask how we line up Global Imperatives and your company's unique essence and offerings with the way you do business—every day in everything.

We risk being "unintentionally irresponsible" when we do not consider the entire whole we are a part of. If we examine and innovate with this whole in mind, we can indeed be responsible corporately – in commerce, community groups and civic organizations.

**Join a collaborative forum of business leaders
hosted by Carol Sanford
with Antioch University Seattle**

**Corporate Responsibility 3.0:
What the Vanguard is Doing Now**

Two residential events in Seattle and eight web conferences run from October to May. It engages in participant companies in consultative learning and collaboration. Lodging available on site.

To register, visit

<http://www.antiochsea.edu/ce/certificates-cr-gettingstarted.html>



Carol Sanford, who has worked with Corporate Responsibility around the world for 35 years—long before it was even a buzzword. She has been an advisor to corporations (e.g. DuPont, Colgate, Agilent, Intel, Seventh Generation), businesses in Western Europe for the European Common Market integration, and in South Africa on township governance councils and business development. More about Carol at: www.carolsanford.com and www.interoctave.com.

Carol talks at:

- You Tube Channel: <http://www.youtube.com/user/carolsanford2>
- MIT Sloane: <http://sloanreview.mit.edu/resource-guide/tag/carol-sanford/>
- University of Michigan: <http://ummedia12.rs.itd.umich.edu/umbs/umbsvs/erb/InterOctave.wmv>

