



## Doing well by doing good

Three isolated incidents – an email about an upcoming event, a speaker talking about business growth, and a note of thanks from a new contact - got me thinking over the weekend.

The first was innocuous but welcome; an email about an event a colleague thought would be of interest - a talk exploring whether business can do well by doing good.

The second was planned – I had booked to attend an event with a lunch talk from Jo Fairley (co-founder of Green & Black's) sharing insights about starting and growing a business. She also talked about the impact that the famous chocolate brand has had on the lives of communities as a result of sales of the ethically-sourced and organic products.

The third happened yesterday – a note of thanks from a soon-to-be entrepreneur who is yet to start her journey of launching and growing her business. Thanks for the time I took to share my experiences about being a business owner. Thanks for the tips I passed on about the things she needed to do to establish strong foundations from the outset.

The common theme? Doing good. Not doing something good because there's something in it for us but doing good because there's no reason why not.

Business has long been encouraged to adopt, embrace and place at the heart of their activity 'doing good' principles. I've lost count of the number of tender responses I have drafted explaining how clients are committed to 'doing good', and demonstrating how they are directing triple-zero budgets against community projects, employment and skills opportunities and generating that 'feel-good factor' through employees' voluntary efforts.

As much as these efforts to deliver on their Social Value (or Corporate and Social Responsibility (CSR) as it used to be known) should be lauded and applauded, how many would be 'doing good' if it wasn't a requirement of the contract? How many companies have missed the opportunity to do good, by not establishing their brand values and delivering on them?

Jo Fairley co-built Green & Black's into a £100million business, and can chart the difference the company has made – and trace the impact back to the values which she and her husband established with the brand. But not all businesses need to be a global business with a multi-million pound turnover to make a difference, and do well by doing good.

I know this because although Results Communications is a small business, we make a difference – there's that extra mile we went because it was necessary for a project (even though it wasn't in the scope of work); the time given to countless careers events to encourage more people into the construction sector, and the 20-minute shoulder for a client to cry on because she just needed someone to talk to at that particular point in time in the middle of a planning application crisis we're currently working on.

The events of the last few days has got me thinking. Was it a coincidence or a validation of a concept which all businesses should work to?

I'd love to hear your thoughts, and how you make a difference...