Entrepreneur & Innovation Exchange
Published online at EIX.org on October 31 2016
DOI: 10.17919/X9R59F

How Socially Conscious Companies Can Balance Mission and Profit

Ken Harrington (The Bayberry Group)
Dave Feldman (Livability Project)
Nicholas Vitalari (Elasticity Labs)

KEYWORDS: Management of Companies & Enterprises, Sales, Marketing, Advertising, Leadership, Entrepreneurship.

Mission-driven companies must protect both impact and financial health. This discussion explores how authenticity can help entrepreneurs balance purpose with profit.

Can a socially conscious company be true both to its mission and to its bottom line? If there's conflict, what gets priority? It's a difficult balancing act and missteps can cost customers, especially among today's socially conscious Millennials. In this roundtable discussion, Ken Harrington of The Bayberry Group, Dave Feldman of the Livability Project and Nicholas Vitalari of Elasticity Labs talk about the importance of authenticity, and how entrepreneurs can harness their business skills towards making a better world.

Link to video

Copyright © 2016 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms