

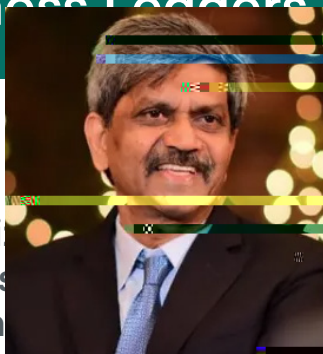
KEY TAKEAWAYS

Driving Positive Societal Impact: Insights From Global Business Leaders

AACSB and PRME (Principles for Responsible Management Education) developed a webinar series that brings together a community of leaders committed to creating positive societal impact and action.

Webinar date: March 23, 2022

Moderator: Jikyeong Kang, President and Dean, of the Asian Institute of Management (Phillipines)



Organizations are shifting to shift demand

Individuals are reevaluating their lives and reevaluating their careers. What is the meaning of life and the role of a person's life are big questions that individual needs.

- Gen Z and millennials are placing more importance on a company's values and mission and are calling for greater flexibility and mobility in the workplace.
- Organizations are experiencing less employee loyalty and a workforce that values greater mobility, which creates leadership challenges for retaining talent and creating long-term impact.
- Customers care about a company's values and are increasingly intentional about which companies they will do business with. There's a greater need for alignment between consumer and company values.

Nearly 76% of respondents believe that

business schools need to play a larger role in developing or influencing societal impact efforts with businesses.

TOPICS:

- Emerging business and leadership needs.
- The changing demands of business.
- The required mindset shifts will drive sustainable innovation for the future.

WHAT YOU SHOULD KNOW:

The most effective societal impact leaders have



KEY KEY TAKEAWAYS

Driving Positive Societal Impact: Insights From Global Business Leaders

WHAT YOU SHOULD KNOW:

Business schools must redefine success and their roles in developing impactful business leaders.

- Business schools must prepare business leaders to develop new business models that focus on prosperity instead of profitability—where monetary profits are secondary to societal and planetary gains.
- Business schools primarily focus on teaching about success in business but should, to a greater extent, consider the value in discussing failure and its resulting lessons. Learning to publicize and celebrate failures as growth opportunities will lead to innovation.
- Business schools should teach future leaders that, ultimately, business success is measured by the impact on society and the stakeholders it serves.



// We worship the term *billi ai e* ... we should redefine the term. We should value work that directly or indirectly impacts people. If you impact a billion people, you are a billionaire! //

—Austin Okere

The **three** most desirable skills for societal impact leaders:

**empathy,
resilience, and
authenticity. ***

*Data based on responses from webinar registrants and participants, March 2022.

