

PRESENTATION/ WORKSHOP

Resolving the Perceived Conflict Between Changing the World and Making a Profit

Many organizations struggle with the perceived conflict between changing the world and making a profit. This is particularly true of social ventures in industries such as clean tech, healthy food, arts & entertainment, health & fitness, education, and sales of green or fair trade products.

There does not have to be a conflict between changing the world and making a profit. Many companies have successfully bridged the gap, including Patagonia, SC Johnson, Honest Tea, Recycle Technologies, and Young Rembrandts. The key is to have a clear vision on what you want to accomplish, and to be flexible and creative about how you accomplish your goal.



In 30-60 minutes, attendees will learn how to:

- Use their Mission statement to quickly determine whether to pursue an initiative
- Utilize the “Bend the Curve” process to create strategies that bridge the perceived conflict between changing the world AND making a profit
- Obtain diverse input from a variety of stakeholders
- Resolve a common industry specific social/financial conflict

Zbig Skiba is the president of Skiba Consulting, which helps organizations to resolve the perceived conflict between changing the world and making a profit. His clients gain clarity about how to align their social and financial goals, design a road map for success, and attain the social impact that they desire. Zbig has an MBA from Kellogg GSM at Northwestern in entrepreneurship, and a degree in engineering. He is a certified business coach and facilitator. He is a member of the Social Venture Network, Midwest Energy and Sustainability Leadership Alliance, and Rotary.

To inquire about a workshop for your organization, please contact Zbig Skiba at (847) 242-9156 or zskiba@skibaconsulting.com.