

PHIL PRESTON | SPEAKER

Demystifying Shared Value Strategies



Finding new sources of innovation and competitive advantage

If purpose is the why, then **'shared value'** is the how - it is the means for connecting profit with purpose.

We have long thought of social investments and sustainability initiatives as 'doing the right thing' or preserving licence to operate instead of seeing them as sources of competitive advantage.

The **'shared value'** concept, defined by Harvard's Professor Michael Porter and Mark Kramer, provides the link between societal progress and profitable business, and Phil unpacks it for audiences in a user friendly way.

SESSION OVERVIEW

In this compelling presentation audiences learn:

- What shared value is and who is doing it well
- How it creates competitive advantage
- How it is different to philanthropy and CSR
- Where the opportunities lie in your industry
- 5 methods for finding your best ideas

This will **energise and engage** your people, and the content is tailored to your sector and industry.

This is essential knowledge for boards, executives and leaders who need be at the cutting edge of strategy.

FORMATS

- In person or online
- Workshops or master classes
- Tailored working sessions
- Panel discussion / participation

ABOUT PHIL

Phil left a comfortable corporate career where he oversaw \$50 billion of investments to help companies go beyond symbolic acts of charity and help address social and environmental challenges through core and profitable business.

In 2013, he was invited to join Harvard Business School's Professor Michael Porter and Mark Kramer in Boston to advance the 'shared value' field where he's a leading practitioner and author, recently publishing the book, [Connecting Profit With Purpose](#).

Phil's [clients](#) include small-medium enterprises through to multi-national corporations and everything in between, and has extensive experience working with not-for-profit organisations, peak bodies and governments.

As a speaker, Phil distills years of experience into actionable learning, making use of storytelling, audience interaction and a splash of dry humour - you can view his [testimonials](#) to see what his clients are saying.

Outside of work he is enthusiastic about coffee, chocolate and trail running!

DETAILS

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Leadership and Practical Case Studies

"Phil's engaging style, thought leadership and practical case studies added huge value to each delegate"

- Director, Australian Food & Grocery Council



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Connecting Profit with Purpose