



REIMAGINING CAPITALISM

SESSION 6

CREATING VALUE IN A CHANGING WORLD



Judy Samuelson

Founder and Executive Director
of the Aspen Institute Business
and Society Program



Yusuf George

Managing Director of
Corporate Engagement
at JUST Capital

THURSDAY, JANUARY 28TH, 2021
10:00 AM PST / 1:00 PM EST

Agenda

10:00 am PDT: Welcome & Context Setting

10:10 am PDT: Fireside Chat between Judy Samuelson and Yusuf/George

10:30 am PDT: Q&A

10:50 am PDT: Summary and Call to Action

10:55 am PDT: Thank you & Formal Closing

11:00 am - 11:30 am PDT: Option to Continue the Conversation in Breakout Rooms





Business as usual can no longer continue. We are seeing things that are surprising in the business community.

What are examples that you are seeing as business as a force for good?

Judy Samuelson

Vice president at the Aspen Institute, Founder and Executive Director of The Aspen Institute's Business and Society Program, Author of "The Six New Rules of Business: Creating Real Value in a Changing World"



Judy Samuelson is the founder and executive director of the Aspen Institute Business and Society Program and a vice president at the Aspen Institute. She is the author of *The Six New Rules of Business: Creating Real Value in a Changing World*. Signature programs under Judy's leadership include a ten-year campaign to disrupt Milton Friedman's narrative about corporate purpose, a multiyear dialogue to produce the Aspen Principles of Long-Term Value Creation, and a partnership with Korn Ferry to rethink executive pay. She previously worked in legislative affairs in California and banking in New York's garment center and ran the Ford Foundation's office of Program-Related Investments. Samuelson writes regularly for Quartz at Work, is a Bellagio Fellow, and a director of Financial Health Network.

Yusuf George

Managing Director for Corporate Engagement at Just Capital



Yusuf George is the Managing Director of Corporate Engagement at JUST Capital, an independent, nonprofit organization that makes it easier for people, companies, and markets to do the right thing by tracking and researching the business behaviors Americans care about most. Prior to joining JUST Capital, he worked at Barclays Capital within the Global Capital Markets division, where he curated investment and risk management strategies and established and managed client relationships with international hedge funds and global asset management firms. He currently serves on the Board of Directors of Talk Tech Association, the Middle Project Inc., and the Red Hen Collective.

Six New Rules of Business

Rule 1: *Reputation, Trust, and Other Intangibles Drive Business Value*

Rule 2: *Businesses Serve Many Objectives Beyond Shareholder Value*

Rule 3: *Corporate Responsibility is Defined Far Outside the Business Gates*

Six New Rules of Business

Rule 4: *Employees Give Value to Risk and Competitive Advantage*

Rule 5: *Culture is King and Talent Rules*

Rule 6: *Co-Create to Win*

Call to Action

- ▶ **March 13th: Good Work: Designing a Career for a Just and Sustainable World**
 - ▶ Join us for this half-day conference where you will have the opportunity to learn about emerging trends in the social impact space, participate in a career workshop with Shannon Houde, and meet with companies and career coaches during our virtual career expo.
 - ▶ Register here: <https://www.netimpact.org/good-work-career-just-and-sustainable-world>
- ▶ **Join a Net Impact Chapter!**
 - ▶ Each Chapter is a like-minded community committed to making a lasting impact
 - ▶ Find a Chapter near you: [netimpact.org/chapters/search](https://www.netimpact.org/chapters/search)
- ▶ **Buy “The Six New Rules of Business: Creating Real Value in a Changing World”**
 - ▶ <https://www.amazon.com/Six-New-Rules-Business-Creating/dp/1523089962>



Thank you for joining the conversation!

Please take the survey and let us know what you thought of today's event. Scan the QR or click the link in the chat from Net Impact!

QR Code: Open the camera app on your smartphone to scan the code. Tap the notification to open the survey link

Link: <https://bit.ly/rcevent6>



Upcoming Events and Programming

- ▶ **“The New American Dream: Exploring How Next Gen Leaders are Reshaping the Vision”: February 24th @ 10 am PT**
 - ▶ Join us our next Reimagining Capitalism event with the Walton Family Foundation, [Kristen Soltis Anderson](#), and NI Chapter Leaders to talk about the changing American dream.
 - ▶ Register here: <https://www.netimpact.org/new-american-dream>
- ▶ **Apply for the Future of Energy Challenge**
 - ▶ This accelerator and pitch competition is seeking ideas to reduce carbon emissions. If selected, you'll join an innovative community of mentors and experts who will give you all the support you need for creating a viable solution!
 - ▶ Apply here: <https://www.netimpact.org/programs/future-of-energy-challenge?action>

Join us for further discussion in breakouts.

See you back here in 1 minute!



Welcome Back!

Option 1:

1. You will be invited to join a breakout room where you can continue the conversation in smaller groups.
1. **In your breakout room:**
 - Please take turns introducing yourselves by sharing your name, location, and if you're part of a chapter.
 - After each person has introduced themselves, take turns sharing if you had an “aha” moment from the conversation, what resonated with you from the conversation, or what questions are coming up for you.

Option 2:

- Stay in the main room to chat with Peter and other NI staff members about upcoming Net Impact programming, how to become involved, and any ideas that you would like to share with us.
- To choose this option, just ignore the prompt to join a breakout session.

Option 3:

- You can move back and forth between breakouts and the main room. Whenever you decide to join a breakout, click on the breakout room button or message us in the chat. If you're already in a breakout, just leave and rejoin us in the main room.

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