



The Max M. Fisher College of Business Webinar Series Social Responsibility Leadership

Presented by the Fisher Leadership Initiative

Summary

There has always been a need for leaders to be socially responsible; their duty is to act in the best interest of the environment and society. But during this crisis, the needs are so much more. Matthew Goldstein and Laura Plato share reasons, benefits and ways you can be socially responsible.



Social responsibility allows you to step outside your bubble. It will give you a more realistic view of the world and your role in it.



— Mathew Goldstein
CEO, BESA

Key Takeaways

Don't Just Do Good



Understand the impact (or burden) you make when donating a good or service. This understanding can be applied to work as well. Understand how your leadership impacts others.

Lead with Empathy



Volunteering allows you to practice empathy and awareness. Listen and understand what others are experiencing. This can also be used in other leadership situations.

All Can Volunteer



Everyone has a talent or resource to volunteer in some way. Even if you cannot go out at this time, you can still donate money or help with virtual projects like making masks, placing calls or mentoring youth.

Find the Balance⁵



You need to understand what the others are experiencing; demonstrate that you are listening, meeting them where they are and keeping focused on your vision. This balance can be achieved in both volunteering and as a leader.

Spend Time on the "Why"



Be thoughtful about what your "why" is while volunteering, at work or other situations. Focus on what you want to accomplish. Build the tasks and projects around your "why" to chart your path forward.

Benefits⁶



The most important benefit is your time in the community. Volunteering has other benefits for you as well. It allows you to practice and build leadership skills, i.e. leading with empathy, becoming an influencer with no authority and using your awareness to assess a situation.

1. Hansen, S. D., Dunford, B. B., Boss, A. D., Boss, R. W., & Angermeier, I. (2011). Corporate Social Responsibility and the Benefits of Employee Trust: A Cross-Disciplinary Perspective. *Journal of Business Ethics*, 102(1), 29–45.
2. Hallin, J., Fredriksson, E., Altman, R., & Zhou, S. (2016). Developing a Human Centered Business Index – Leading with Purpose, Empathy, Systems-Approach and Resilience in 'Business Beyond Sustainability.' *European Public & Social Innovation Review*, 1(1). Sanaghan, P., & Lohndorf, J. (2016). Micromanagement: An Incurable Management Style? *Academic Impressions*.



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

fisher.osu.edu/leadership