



## daily GOOD

Life's most urgent question is: What are you doing for others? --Martin Luther King, Jr.

### **Why Social Value is Good for Business**

In a recent interview, David Schmittlein, Dean of MIT Sloan School of Management, hones in on the importance for business to be able to state their social value. "The social contract that businesses, organizations in general, have with the world is changing, and unless organizations can demonstrate and explain the social purpose and the social value that they've fulfilled, they will fail. They will run into insurmountable obstacles. That wasn't the case 50 or 60 years ago, indeed probably not even 10 years ago. And it isn't just a consequence of the economic events of the last few years."

### **Be The Change:**

Articulate your social value. How are the institutions you're apart of contributing positively to society?