

## Finding Your Emotional Profit Centre: The New Corporate Philanthropy

John Whitehead, the former chairman of Goldman Sachs, delivers the straight goods regarding corporate philanthropy. “Don’t think that this is some kind of charitable thing where you will get rewarded in heaven,” he says. “You get rewarded right away because you’ll be known as a company that is conscious of its social responsibility; you’ll attract better quality employees; your stock will sell at a higher multiple, and all sorts of good things will come of it.”

At a recent conference, the former CEO of UPS said he believed all giving, including corporate giving, must come “from the heart.” The former president of General Mills agreed, but then added that *finding* a corporation’s heart was the real challenge. We at Orenda believe the challenge is not only finding a company’s heart, but rather, finding a company’s soul.

Whereas the heart refers to the center of emotion and intuition, the soul is action oriented: a place where, according to one dictionary definition, “thought, action, and emotion” are all bound together. Finding and expressing a company’s soul creates much more than positive feelings, it animates and breathes life into a workplace. The company soul is its vital core made manifest. It is the emotional profit center of the company, potentially adding value to the top and bottom line that not only is measurable but also is increasingly critical for long-term business sustainability.

Finding a company’s soul requires digging deeper. Where does it live? In its vision and mission statements? In the brand? In its leadership? In the company history? Looking in the right place is key to finding a company’s soul and creating a successful corporate philanthropy program.