

Transforming Capitalism from Top-Down and Bottom-up. Corporate tools

-by ESADE Prof. Ceferí Soler-

Leaders and CEO's are in trouble. Most of us are well aware of the economic factors pressuring capitalism today; such as corporate scandals, tech bubble; stressful world of business revealed the dark corners of capitalism. We all felt the pain. We had to. These realities profoundly influence people's behavior; like the choice to invest in a corporation that embraces higher social, environmental and ethical standards than its peers.

These inner truths are based in our social values and they play a crucial role in our decision making process. Where are we investing our professional Talent in the next years? This is a question for every one now. Managing oneself is to realize that the Power is in our hands.

Socially Responsible Investing; What now? Is a Portfolio for the 21st Century? The alchemy of conscious Capitalism transmutes the input of human consciousness into desirable outcomes of social and material gain.