



Tania Ellis

Social business expert

*International author, speaker and
strategic business advisor
specialized in social business trends*

Tania Ellis, Executive MBA, is a Danish-British prize-winning author, speaker and strategic business advisor, specialized in trends and business concepts built on the values of ethics, responsibility, sustainability and meaning.

She is the founder of communications and consulting company, The Social Business Company, which inspires and helps companies and entrepreneurs create economic and social value.

Tania Ellis is a popular speaker and business advisor with clients ranging from entrepreneurial companies to large corporate brands.

Her internationally acclaimed book *The New Pioneers* was in 2010 listed on Cambridge's Top 40 Sustainability Books, and was in 2011 published in Thai.

This has cemented her status as global trend-spotter and thought-leader, and has given her Scandinavian-based activities a global outreach with a growing international audience from both the old and new growth economies.

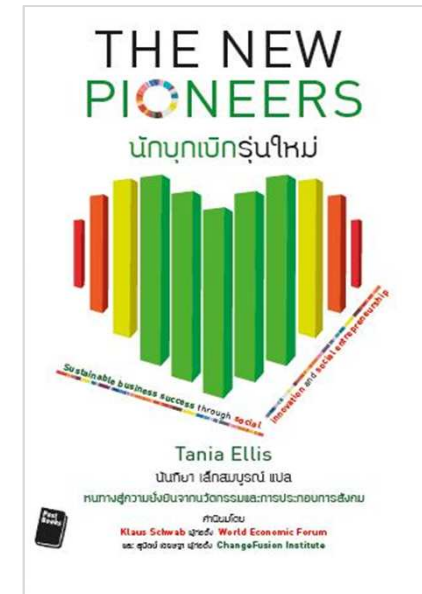


The New Pioneers – Sustainable business success through social innovation and social entrepreneurship

The New Pioneers (Wiley 2010) is a practical guide for capitalists and idealists on how to navigate in the new economic world order.

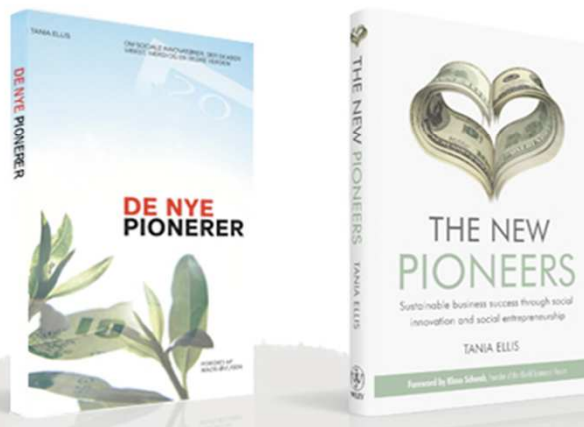
It is about the social megatrends that are shaping our lives in new ways and creating a new face of capitalism.

It is about the pioneers that are paving the way for the new business revolution: this century's visionary business leaders and social entrepreneurs.



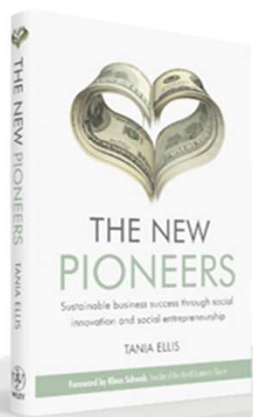
In 2010 *The New Pioneers* was listed on Cambridge's Top 40 Sustainability Books.

In 2011 the book was published in Thai (Post Books).



With a wide array of cases from all over the world Tania Ellis explains the key principles of sustainable business success and provides insight into the new rules of business unusual:

- ✓ Get an overview of the forces of change that are creating a new face of capitalism.
- ✓ Find out why practices built on ethics, responsibility and sustainability are business opportunities that cannot be missed.
- ✓ Discover how companies gain competitive advantage by putting innovation and sustainability into the core of their business thinking.
- ✓ Understand how entrepreneurs create innovative solutions and sustainable value by challenging conventional logics.
- ✓ Gain insight into the new innovation formulas for economic and social value creation.
- ✓ Master the rules of sustainable business in the new economic world order.



"Hardcore business people are realizing that they can increase their profits by incorporating social responsibility into their business, and heartcore idealists are realizing that the use of market methods helps them meet their social goals successfully," argues Tania Ellis.

[Tania Ellis's] book shows the spectrum of thinking and concrete action around socially and ecologically responsible business that has emerged in the last decade... and her work in aggregating this information will go a long way to inspiring others to lead further into the future. It comprises exciting opportunities of engaging new actors and forging new partnerships to "improve the state of the world".

- Klaus Schwab, Executive Chairman,
World Economic Forum



The New Pioneers endorsers

The world is changing and the new pioneers are the ones changing it. If you want to make sense of what's happening - or even better, if you want to help make it happen - read this book. It's a handbook for the global revolution!

- Alan M. Webber, Co-founder, Fast Company

Packed with case studies and guided by the principles which inform them it shows how companies are leveraging their competitive advantage and building innovative business models.

- Richard S. Gillies, Director, CSR & Sustainable Business, Marks & Spencer

This is a book that informs and inspires, reminding us that a better world is not only possible, but is already being created. It is an insightful window on a remarkable movement - and a call to action for us all.

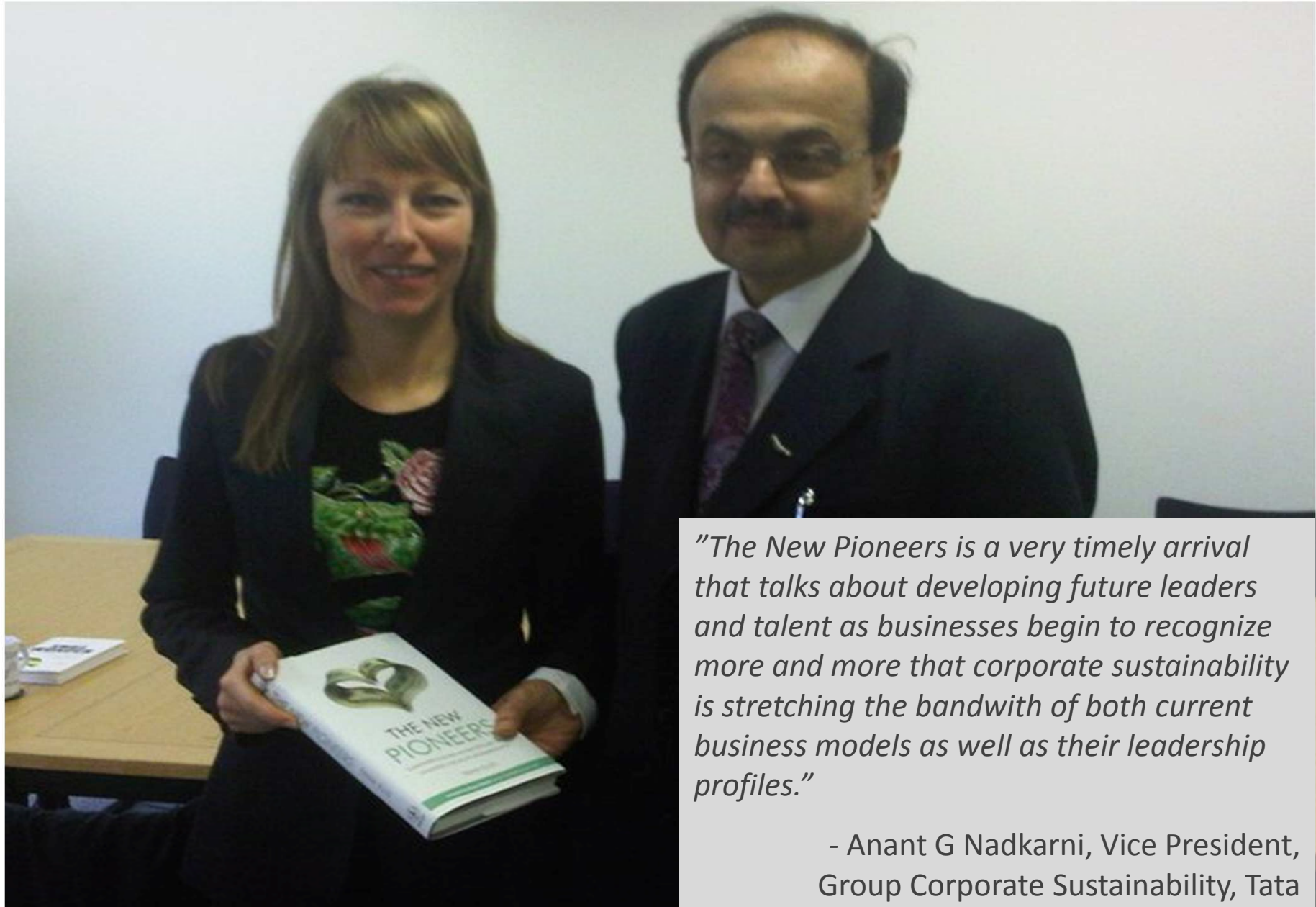
- Dr Wayne Visser, Director, CSR International

If you are joining the social entrepreneurship revolution, or seeking to apply its principles in a mainstream business setting, this insightful and incredibly well researched book sets out the rules of the road ahead.

- John Grant, Author, The Green Marketing Manifesto

The New Pioneers needs to be not only read - but more importantly acted on - by all of us at the frontiers of building and giving life to the new economy.

- Tony Manwaring, Chief Executive, Tomorrow's Company



"The New Pioneers is a very timely arrival that talks about developing future leaders and talent as businesses begin to recognize more and more that corporate sustainability is stretching the bandwidth of both current business models as well as their leadership profiles."

- Anant G Nadkarni, Vice President,
Group Corporate Sustainability, Tata

Tania Ellis interviews Bangladeshi economist,
microcredit pioneer and Nobel Prize winner,
Muhammad Yunus for *The New Pioneers*.





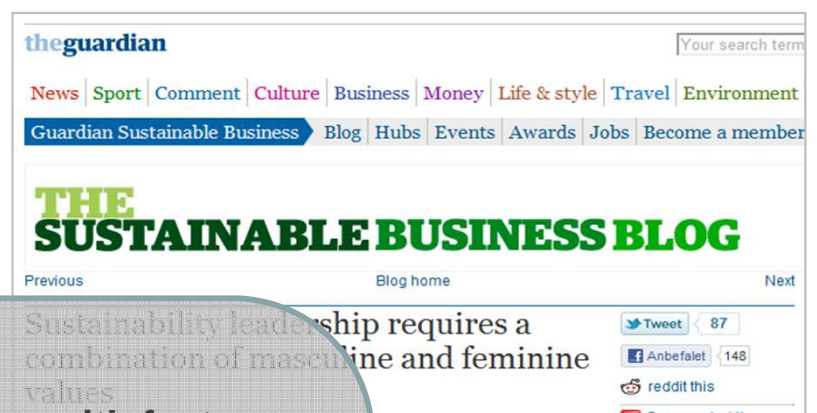
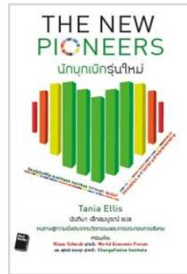
FRONTPAGE > BLOG > SOCIAL RESPONSIBILITY – NOT JUST A WESTERN PHENOMENON

Social responsibility – not just a Western phenomenon

Focus on CSR is far from just a Western welfare phenomenon, and luckily there are plenty of opportunities to exchange experiences and gain an overview of the many different practises across countries and cultures.

One fast lane to new insights is the book *The New Pioneers*. It features descriptions of national CSR practices by CSR experts from over 30 countries from Argentina, Bangladesh and China to Iran, South Africa and Venezuela.

Each regional and national profile includes key information on historical background, nation-specific themes, trends, scientific research and leading practitioners in the field. Edited by Tania Ellis, Hansen, CSR Center for Corporate Social Responsibility.



Tania Ellis is a popular expert commentator with features and contributions in national and international media like Danish Berlingske Tidende, Børsen and Monday Morning, South African Human Capital Review, The European Financial Review and The Guardian.

Read articles and see interviews at:
www.taniaellis.com

Follow her blog at:
www.thenewpioneers.biz

Watch her most recent interview at :
www.makechange.tv



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Putting social value creation at the centre of its business

Where the business-entrepreneur may use social responsibility as a means to market methods and makes money as a means to meet social needs for the benefit of society.

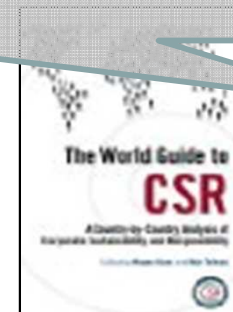
The motto of the New York-based social business, *Social Enterprise*, which hires people who are long-term unemployed, former addicts or criminals, makes the distinction between means and ends clear: 'We don't hire people to bake brownies. We bake brownies to hire people'. All profits are reinvested in daycare centers, health clinics and minority counselling via its Greyston Foundation.

Whether a profit should be reinvested or not has, however, led to a heated debate among experts and practitioners in the field. For some it is crucial that all or a part of the profit is reinvested – they do not believe in personal gain from activities with a social purpose. Others are more pragmatic and argue that it is *the way* they make their money which is central, not how they spend their surplus – they believe that it is OK to cash in on the profit and focus on the social outcome of their business efforts.

Putting social value creation at the centre of its business is precisely why the Indian *Aaryand Eye* (www.aaryandeye.com) has become a success story of the social business which treats more than 25 million patients



Tania Ellis, Author of
The New Pioneers





Tania Ellis's extensive knowledge and passionate delivery has made her a popular speaker, characterized by energy, authenticity and clear communication.

She has hosted workshops and spoken for hundreds of companies, trade unions, NGOs, educational institutions, ministries and think tanks, and her messages of social and economic value creation have reached thousands of participants ranging from opinion-formers, business leaders, politicians and cabinet ministers to employees, activists, students and social entrepreneurs.

Whether sharing her message with entrepreneurs or global executives, she always ensures her audience a relevant and inspiring experience that can pave the way for innovative and sustainable business actions.

Business innovation & strategy

Over the years Tania Ellis has been involved in numerous projects and honorary offices that focus on social and economic value creation. For example, informing the Danish Government work group, who published the first Danish Action Plan for Corporate Responsibility.

Tania Ellis's expertise and hands-on involvement in blending economic and social value with business strategy and innovation has made her a preferred strategic advisor for companies and organizations, who want to make sure that their business strategy, policies, employee engagement efforts, customer programmes or new products and services are aligned with emerging global social business trends.

As a result, Tania Ellis's reference list includes a versatile roster of multinational corporations as well as some of Scandinavia's most respected organizations and companies.

Topics include:

- Social megatrends & the new faces of capitalism
- The 4 cornerstones of sustainable business success
- Authentic & responsible leadership
- Employer branding with meaning
- Generation MeWe & the good (work)life
- Authentic corporate branding – first purpose, then profit
- Social media and social purpose
- Corporate social responsibility (CSR)
- Blended value partnerships & "the 4th sector"
- The Five Markets of Change
- Ethical consumption
- Social money talks & socially responsible investing (SRI)
- Social entrepreneurship & (corporate) social innovation

Thailand-Singapore Tour 2012

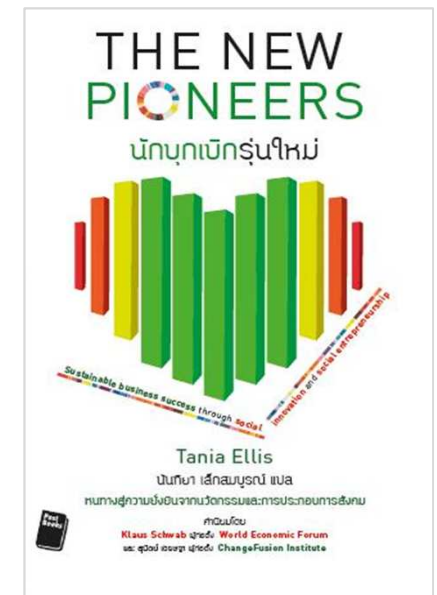
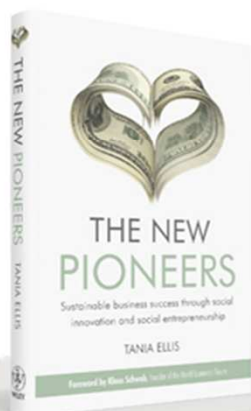
Tania Ellis will visit Bangkok and Singapore in February/March 2012. The purpose of the visit is to:

- Provide presentations and/or strategic advisory sessions for companies and organizations with an interest in sustainability and social business trends.
- Connect and meet with social business/sustainability-minded peers to learn more about regional (social) business practices and to collect Asian business cases.
- Build a strong Asian network of like-minded with whom The Social Business Company can connect and do business in the future.
- Give interviews to national and regional media with an interest in sustainable business, social innovation and social business trends.

Planned dates:

Bangkok: 19-24 February + 1-4 March 2012

Singapore: 25-29 February 2012



THE NEW PIONEERS

SUSTAINABLE BUSINESS SUCCESS THROUGH SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP

Contact us for bookings, meetings and more information...

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