

UBS SPONSORED CONTENT

5 Lessons from Companies That Are Making a Difference

Making money doesn't have to mean putting aside your principles -- your business can help you live out your values. [🔗](#)

APR 7, 2023



Mission-led companies can provide great examples about how to make a difference in the world or in your community while still achieving financial success. When you put purpose at the forefront and adhere to solid business practices, profit often follows.

At a recent Founders House panel presented in partnership with UBS Global Wealth Management, Inc., editor-at-large Tom Foster spoke on this topic with James Jack, managing director, head of business owners and multigenerational client segments at UBS Global Wealth Management; Searcy Morgan, founder and CEO of communications agency Matterlab; and Julie Santiago, CEO of We Are the Women, created to help high-achieving women avoid burnout.

Here are key takeaways from that conversation:

1. Make sure your board of directors is on board with your values.

Julie Santiago says that she views her company's values as having seats on the board. "Which I realize may seem crazy," she says, "but I really imagine a boardroom and our values sitting in [those] seats. And so, every decision that we make, I bring to the board of directors. That includes our CEO and key leadership people and also [our] values."

2. Make sure to consider the team's values.

When you're a founder, your own values are the ones that likely guide the company at the outset, but Searcy Morgan encourages founders to initiate discussions with their teams down the line to ask about their values too.

"They were probably drawn to you and your vision and your values on the front end. But make sure that you revisit those and make them sort of a collective set of values so that together you'll be even stronger," she says.

3. Believe you'll find a way.

Especially in lean times, you may feel like you just need to make payroll. That feeling can drive you to make decisions that mismatch with your values. But Morgan says that's a mistake.

"Do not take the easy way out and make a values-misaligned decision. Instead, just look yourself in the mirror and say, 'This is my business. I have responsibilities to clients; I have responsibilities to my team members; I have responsibilities to myself... I have to find a way that is values-aligned, and I believe I can do that.'"

4. Figure out what's relevant to your company.

Your personal charitable priorities may not be relevant to the type of business you're running. James Jack says he spoke with a craft brewery owner who had focused his mission on education, "but that didn't really do much for the company itself beyond being a nice social good. What made a big difference to the company and its growth was recycling water and putting solar panels up to [get cleaner energy at lower costs]."

He suggests thinking through what values are material to your company so you can authentically and transparently demonstrate that to your employees, customers, suppliers, and investors.

5. Measure your impact.

To figure out how well you're able to fulfill your company's missions, you'll need to analyze its impact. That may take the form of hard numbers but can also be softer in its interpretation.

Santiago says she measures impact by asking the women her company works with about their progress. "Where were they in their relationship with their children or with their partners? Where did they start? Where did they end? How many women continue to work with us after our initial three-month program?" She also looks at data on referrals. "How many of our clients want us to come into their corporations and speak to them? So, for us, impact is a ripple."

UBS Global Wealth Management and their financial advisers can help founders find better alignment with their values and meet goals for sustainable investing. Visit [our website](#) to learn more.

Important information about brokerage and advisory services. As a firm providing wealth management services to clients, UBS Financial Services Inc. offers investment advisory services in its capacity as an SEC-registered investment adviser and brokerage services in its capacity as an SEC-registered broker-dealer. Investment advisory services and brokerage services are separate and distinct, differ in material ways, and are governed by different laws and separate arrangements. It is important that you understand the ways in which we conduct business and that you carefully read the agreements and disclosures that we provide about the products or services we offer. For more information, please review client relationship summary provided at ubs.com/relationshipssummary.

SPONSORED BUSINESS CONTENT

Dianomi



SMARTASSET

New York: The List Of The Top Financial Advisor Firms Is Out



NEUBERGER BERMAN

2024 Investment Outlook: 10 Themes to Navigate Today's Markets



CHARLES SCHWAB

5 questions to ask before parents move in.



BANK OF AMERICA

Your business. Your way. Merchant Services solution



NOTICE OF COLLECTION
DO NOT SELL MY DATA
AD VENDOR POLICY
TERMS OF USE
ADVERTISE
HELP CENTER
SITEMAP

COPYRIGHT 2023 MANSUETO VENTURES [▶](#)