

Welcome to the inaugural issue of *Hartz & Minds*, a vehicle for us to share useful ideas and expert opinions on topics related to corporate social responsibility, impact investing, diversity, family philanthropy, nonprofit strategy, and social entrepreneurship!

As a friend of Corporate Hartz, you are invited to receive this occasional communication and are welcome to forward it to other interested people. One topic will be addressed in each issue, so please give it a chance to broach a subject important to you. Our intention is to reach out to you no more than monthly with RELEVANT insight and USEFUL information. If you prefer not to take advantage of this free counsel, please email corporatehartz@yahoo.com; we will (reluctantly) remove you from this distinctive group.

For the launch of *Hartz & Minds*, it seems fitting to share the history and philosophy of Corporate Hartz, LLC. Each subsequent distribution will cover one of the themes above.

History

Over nine years ago, Jennifer Levine Hartz merged her strategic consulting experience, corporate relations expertise, and nonprofit (volunteer) leadership energy into this firm. Her work is informed by a background in Industrial Psychology, Public Policy and an MBA, as well as a deep understanding of all three sectors – for-profit, non-profit, and government. Strategy, program design, and change management are the firm's strengths.

Corporate Hartz clients span nearly every industry, size, and geography and projects have touched virtually every function. Please see www.corporatehartz.com for more info.

Philosophy

Addressing challenges and leveraging opportunities through Corporate Hartz's unique lens, which appreciates the complexities of institutional problems and the possibilities of creative resolutions, is valuable and profitable for ALL clients and their partners.

- 1) Activities must be scrutinized as BUSINESS investments
- 2) Leadership must begin at the TOP, but include all levels of the organization
- 3) Partnerships must be aligned with and integrated into business STRATEGY
- 4) Policies, programs, and processes must be seamless to OPERATIONS
- 5) Plans must be AUTHENTIC – words do matter, but only actions elicit real change
- 6) Successful collaborations must become part of the CULTURE and not rely on one person's (or consultant's) charisma, network, presence, or power
- 7) Progress must be MEASURED and REWARDED
- 8) COMMUNICATION, both internal and external, must be believable, transparent, targeted, clear, and consistent

Alliances, especially those among the for-profit, non-profit, and government sectors, can be challenging to develop and manage. We know that if they are envisioned and implemented wisely, these partnerships can be extremely powerful.

Thank you for allowing me to connect with you on issues important to your organization, Jennifer Levine Hartz, President, Corporate Hartz, LLC, 404-285-4725