

Welcome to the ninth issue of *Hartz & Minds*, a vehicle for us to share useful ideas and expert opinions on topics related to corporate social responsibility (CSR), impact investing, diversity, family philanthropy, nonprofit strategy, and social entrepreneurship. Today's *Hartz & Minds* is a companion piece to last issue's strong insistence on corporate ROI to Corporate Hartz's equally strong insistence on social impact, **HEARTS**.

"You must love your job!" This reaction is nearly universal when I tell someone what I do. "Your firm's name is perfect!" This comment is generally what I hear next. My response is always, "I appreciate both the 'corporate' analytical part and the 'Hartz' heart part. When one surges ahead, the other has to catch up. It is good for me, for my clients, and for society."

At my core, I am an *evangelist* for the emotional and spiritual power of a well-designed and executed Corporate Social Responsibility strategy. What some people find surprising is that my work has significant tangible impact in companies of all sizes, in all geographies, and in all industries.

A savvy business leverages its unique assets to address its strategic challenges. A key asset in any type of company is its people. A good program inspires and activates employees to participate in social solutions; a great program also inspires and activates customers, vendors, neighbors, leaders, community members, and even competitors, to participate in social solutions. However, in the end, people help people, one by one.

With my client, Arcapita, I was invited to attend the induction of a new class of students chosen to matriculate to selected colleges on full scholarship and with the continued support of the Posse Foundation's programs. As each student took his or her turn, the most amazing part was seeing the reactions of their relatives; even aunts and grandparents were transformed by this gift bestowed to their bright, hard-working, deserving teenager. Because people and companies were concerned about kids' futures and did something about it, these family trees were fertilized and will continue to grow in a fortunate and more productive way.

In 2000, the Managing Partner of another client was skeptical about giving away company money and time. Eventually he "saw the light" and has since become a major civic leader with a number of important non-profit organizations. In addition, he became the internal evangelist for volunteer service at all levels of the firm, and most of those people are now in positions to generate even greater social and environmental impact. And, business is great!

At iXL Enterprises, I established a Global Service Day; volunteers from each of our offices left their cubicles to work hands-on in their local communities. Participation was high; the projects were complete; and the press even showed their appreciation in many countries. However, what I still remember to this day was a call I received from a young 20-something in LA who had spent the day with her team organizing, painting, and cleaning a homeless shelter. The young woman was crying, "There were used syringes in the toybox!" Because her employer chose to be a catalyst for engagement, the people needing the shelter, this young adult, and anyone she served from that day forward, were enriched.

Connected Capitalism. Compassionate Capitalism. Corporate Philanthropy. Social Responsibility. Triple Bottom Line. By whatever name, we can all benefit from it. Spread the word, Jennifer Levine Hartz