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How do you make a business case for increased corporate and social responsibility (CSR?). You need to show your board examples of how market share has grown because of strong corporate values. Prove business case and value of corporate and social responsibility, by showing impact on bottom line profits, market share, brand strength, corporate image, war for talent, retention and recruitment. How emphasis on shareholder value is changing with realisation that focus on shareholder value is fast way to destroy it unless also focussed on customers, ethics, corporate values and so on. Why public mood is vital to business strategy and predicting market swings. Why we need to look at emotion and realise that market pricing of equities is often irrational with overshooting and overshooting. Impact on banks, banking, investment.

MORE: hundreds of examples of how green tech innovation saves money, increases profits and saves the planet: see [SustainAgility](#) book.

[More on business ethics and leading with purpose](#)

See more from: [Patrick Dixon on YouTube](#)