



Elsie Maio, Founder and CEO of Humanity, Inc

Elsie empowers social entrepreneurs and C-level executives to achieve a step-change in performance at crucial inflection points in their company's growth.

A high-impact bottom line advisor and mentor to the leaders of Blue Chip companies for decades, she simultaneously championed the evolution of business in service of society through her **public advocacy** of the economic value of values and by **nurturing the first cohort of high profile social-impact companies**, which were chiefly in Europe and the UK.

Over time, she evolved the company to meet the needs of this growing segment of social-impact businesses and social intra-preneurs. Elsie is now **dedicating the ingenuity and business savvy of Humanity, Inc to help build their critical mass.**

INTERDISCIPLINARY COMPETENCE FOR TRIPLE BOTTOM LINE

Elsie measures the success of a business by the well-being of its stakeholders, society being its primary stakeholder. The tagline of Humanity, Inc embodies this relationship: ["Business brilliance for social good."](#)

Elsie's ability to balance both financial performance and social impact is grounded in her combined personal passion for the well-being of all living systems and her love of business. Her career started on Wall Street -- at Smith Barney and Institutional Investor -- and she honed the disciplined practice of strategic professional services at McKinsey & Company.

The multidisciplinary team of experts at Humanity, Inc serves the leaders of the world's premier organizations and those emerging companies that aspire to purposeful leadership in their fields. Each team member is a leader in their own right, including the former CEOs of a global media company, a PR agency, and "the world's highest impact management advisor," a McKinsey alum.

In this interdisciplinary approach, Humanity, Inc's systems framework and tools empower the client leader to navigate the interdependencies of culture, business strategy, market dynamics, brand power and stakeholder well-being - for high performance. Elsie describes three companies who demonstrate this model in the current video, ["Core Mutual Value."](#)

Clients include nation-states, premier companies in IT, money center banks, global financial institutions, tech start-ups, fast-track SMEs, and social impact enterprises. They span virtually every sector, as listed at the end of this document.

SAMPLE CASES AND TOOLS

A sample of client outcomes include:

- **Newly appointed CEO** and operating committee of leading international FMCG company roll out a values-driven business strategy and operating plan within 90 days
- **Founder of elite, niche think tank** broadens its market position into **the leading international consultancy** in a new category called 'sustainability'
- **Millennial founder** of tech-based financial services company for women makes a quick **step change into high-margin customers**
- **President and executive team of super-regional bank** set an industry record for retention of acquired retail banking assets in hostile M&A, through acute attention to and re-alignment around the values of acquired customers
- **CEO of small, highly principled niche bank rises to prominence** as global leader in 'sustainable' banking over 3 years as his teams scale the company internationally with a values-driven market expansion program
- **President of EMEA operations** empowers disparate country teams to scale their social impact and rationalize disparate CSR initiatives. By collaborating in the SoulBrandingSM framework they discover where their shared values, business goals and the social need of the region intersect. Outcome: high-margin product innovation in a one day workshop.

Each client brings its own particular objective, opportunity and appetite. Client engagements are customized, and draw from the firm's menu of competencies and tools. They are unified by a holistic system of engagement and collaborative opportunity development.

Complementing expert counsel from the Humanity, Inc team, the tools include:

- enterprise-wide program in values discovery, measurement and alignment;
- social-impact and business-strategy integration workshops;
- values-sparked product innovation workshop;
- cross-silo co-creation of vision/values/hallmark behaviors/KPIs;
- authentic-brand positioning and corporate identity training, decision principles and implementation support;
- breakthrough results program and workshops.
- The special challenges of co-creating with diverse, dispersed stakeholders are addressed with our cloud-based software offering, **e-soulSM**, now in beta-testing.

APPLIED THOUGHT-LEADERSHIP

An international [thought leader](#) for decades on the economic value of social values and the role of business in society, Elsie's expert commentaries are sought by the definitive international business publications, including *The Wall Street Journal*, *Bloomberg Business Week*, and popular national business broadcasts on NPR and America Public Media.

Her breakthrough framework for creating leadership brands in the stakeholder-driven economy anticipated by ten years the mass influence of social media. This *SoulBrandingSM* framework is anthologized in *10 Views on Brand Management*, a publication of the *Design Management*

Journal, and detailed in professional journals such as the Netherlands' [Journal of Business Ethics](#).

Numerous books in different disciplines cite interviews with Elsie, and feature her practical guidance on building corporate trust, aligning the heartfelt values of employees and business strategy, best practices in PR and corporate communications, opportunities to position the purpose-driven company for investment markets, and the imperatives and opportunities for business growth arising from the millennial generation of wealth-holders.

She [speaks](#) to faculty and students at universities worldwide on the power of authentic human values to drive innovation and stakeholder delight. And Elsie facilitates [interdisciplinary seminars](#) for leadership teams to explore the day to day choices they will make in calibrating business strategy, human values, brand experience and bottom-line performance in today's transparent business environment.

A serial innovator, Elsie has built the professional practices of several global corporate identity and strategy firms as senior executive and partner before founding her firm in 1994. She recently put her proprietary *SoulBrandingSM* process into a cloud-based application whose engine won Gartner's *Cool Vendor 2014* designation. It is now in beta testing. Lately, she has responded to client requests with a private coaching and retreat program to empower accomplished leaders through personal step-change by integrating their business acumen with their intuitive wisdom and the guidance of their higher angels.

SOME CLIENT COMMENTS

"Her unique combination of rigorous business modeling and passion for the social role of business makes her a pioneering reformer with immediate business value."

-- Founder SustainAbility Ltd

"We see a lot of consultants, all the time. You are the only one who always tells us something important that we didn't know."

-- CEO Triodos Bank

"We did everything you spelled out three years ago. And now we are on top, without sacrificing our values!"

-- CMO Triodos Bank

"Thank you for showing us all that we can be."

-- COO National Science Foundation, and President IEEE

"It's amazing. Our conversations alone brought in the new type of work and profitability we've been wanting... for quite a while."

-- Founder DailyWorth, Online Financial Services for Women

"On countless occasions, within and outside our organization, I talk about your strategic advice and the influence you have on our organization and on all of us on a personal level."

-- EVP Ibero-American Tech Transfer, University of New Mexico

CLIENT SECTORS SERVED	
<p>EDUCATION Graduate Level Performance Arts Kindergarten to 8th Grade</p> <p>FINANCE Diversified* Banking - Retail Online Financial Advisory Private Banking Insurance Institutional Mutual Funds Sustainable Banking* Cross Sector - Finance/Social Sector</p> <p>PROFESSIONAL SERVICES Consulting -- Sustainability Strategy* Training -- Sustainability Implementation and Certification* Marketing Communications – Film/Video Marketing Communications – Digital Advertising/ Online User Experience Marketing Communications – Advertising and Promotion</p> <p>DISTRIBUTION/MANUFACTURING Distribution – Electrical Equipment Manufacturing – Durables Manufacturing – Construction products</p> <p>DEFENSE Diversified Systems and Contracting</p> <p>GOVERNMENT United States</p> <p>HEALTHCARE Pharmaceuticals</p>	<p>CONSUMER GOODS FMCG + Distribution* FMCG Fresh Foods* Environmentally Sensitive Household Products*</p> <p>RETAIL Retailing Restaurant Chain*</p> <p>TRANSPORTATION Airlines Municipal Systems Trucking</p> <p>INFORMATION TECHNOLOGY IT Systems/Solutions Financial Payments Systems and Software</p> <p>CHEMICALS Chemicals/Imaging Ag/Biotech</p> <p>ENERGY Retail Fuel Distribution* Public Utilities</p> <p>METALS/MINING Base Metals*</p> <p>PROFESSIONAL ASSOCIATIONS Women’s Leadership Development* Professional Engineers + Students</p> <p>SOCIAL/PHILANTHROPIC SECTOR Infant and Family Health Child and Family Welfare Social/Environmental Advocacy</p> <p>CROSS SECTOR Social Services/Philanthropy/ Business/Public Sectors*</p> <p>Academe/Government/Business Tech Transfer</p>

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