

SOLVE SOCIETY'S BIG PROBLEMS AND MAKE A PROFIT



- *Increase Profit*
- *Engage Employees*
- *Positively Impact Your Community and Your World*

ROD WALLACE, PhD

VISION BEYOND THE BOTTOM LINE

- **Consultant, economist, and speaker who helps businesses make more money by solving society's problems.**
- Eradicates the three myths that hold businesses back from aligning investor objectives with better societal outcomes.



Dr. Rod Wallace, a Fulbright Fellow, has led multi-organization billion-dollar initiatives worldwide and partnered with a Silicon Valley pioneer to explore the impact of Artificial Intelligence on society.

In his best-selling book, Rod explores the stark contrast between the potential of digital technology and the complexity it creates in America today, providing the insights and tools to solve society's pressing issues.

"Rod Wallace possesses superior analytical skills, deep strategic knowledge, and a bias towards implementation. I advise business leaders addressing significant business challenges to touch base with Rod."

Richard Gross, (retired) Corporate Vice President, Director of Strategy, Cargill, Inc., and McKinsey, Inc.

Hire Rod Wallace | booking@RodWallacePhd.com | 302-723-9422 | RodWallacePhd.com

SPEAKING TOPICS *FOR KEYNOTES, WORKSHOPS, AND SEMINARS*

HOW TO INTEGRATE SOCIAL RESPONSIBILITY INTO YOUR BUSINESS TO MAXIMIZE PROFIT AND PURPOSE

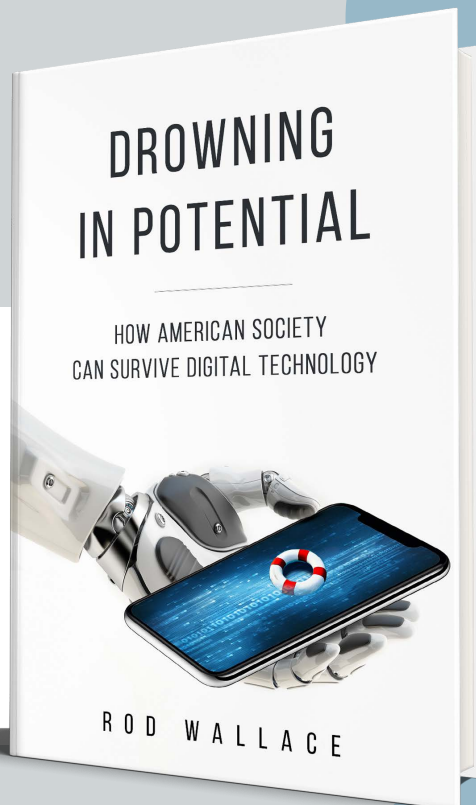
Looking to improve your own bottom line while benefiting society? As technology progresses, complexity increases, and organizations must be more innovative and collaborative than ever before. Audiences learn strategies and tools to help maximize profit and purpose:

- 3 social responsibility myths that limit return
- 3 steps to higher-level leadership for a clear vision and cross-organization collaboration
- 5 tests that should be passed by value-maximizing, social responsibility efforts

LEADERSHIP WITH VISION BEYOND THE BOTTOM LINE

Unclear how to transform your vision to create a more socially responsible organization? Learn to translate a socially responsible goal into an actionable, value-creating strategic plan, to which leaders deeply commit.

- 3 steps to higher-level leadership for a clear vision and cross-organization collaboration
- 5 steps to maximizing profit and purpose



DROWNING IN POTENTIAL

Get clear about the unintended consequences of digital technology in creating the breakdowns across American culture, government, and economy.

Based on Rod's best-selling book, audiences gain insight from economic history, business strategy, and more, while learning strategies and tools to earn profit while solving society's most pressing issues.



What people are saying about Rod Wallace:

"Rod's TEDx talk is terrific—he captured the key ingredients of success and pinpointed the challenges of our work."

Richard Scobey, President, World Cocoa Foundation

"Rod brings complex issues to living, breathing reality with stories."

Gerry Lantz, Stories that Work; Former Senior VP, Ogilvy and Mather

Contact Rod Wallace for speeches, workshops, and seminars for business audiences, not-for-profit organizations, social-interest groups, and others.