



ROBERT H. SMITH
SCHOOL OF BUSINESS

CENTER FOR SOCIAL VALUE CREATION

**RESEARCH ROUNDTABLE:
INTRODUCTION TO A SKILLS-BASED FRAMEWORK
FOR SOCIAL & ENVIRONMENTAL IMPACT**

**GBSN ANNUAL CONFERENCE
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TEAM



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AGENDA

15 Minutes – Presentation

15 Minutes – Breakout Discussions & Benchmarking

10 Minutes – Report Out, Share Lessons Learned, and Q&A

GOALS

1. Introduce CSVC and framework (Principles for Better Business)
2. Explain methodology
3. Engage one another (Benchmarking exercise & Discussion)
4. Share early lessons learned (Phase 1 of build-out)

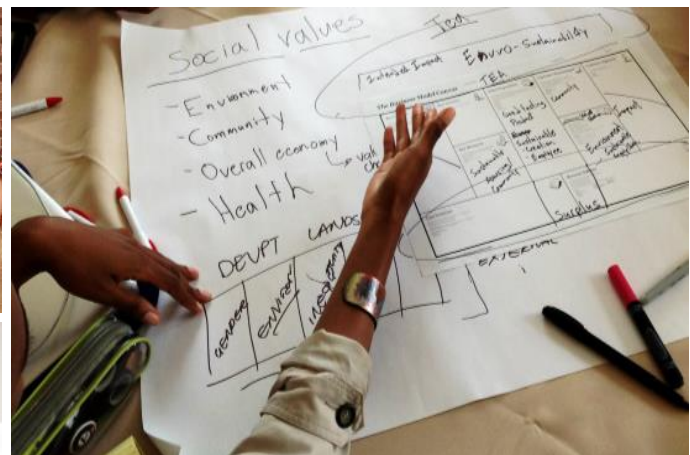
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ESTABLISHED 2009



(see handout)

Principles for Better Business

- ✓ Enables action and motivates decision-making in the areas of economic, social and environmental prosperity
- ✓ Provides a structure for competency and skills-based experiences
 - ✓ Grounds the concept of social value creation
 - ✓ Responds to market need (student demand)



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METHODOLOGY

1. Two-year review of trending media, industry and academic releases
2. Assessed existing frameworks; both industry and academic
 - A nod to: Conscious capitalism, SDG framework, (Darden's) Giving Voice to Values
3. We distilled down the common ingredients
4. We carefully crafted language accessible to a wider business school audience
5. And we road-tested our ideas
 - Internal and external stakeholders; from 9 to 7 and then 5 principles

Principles for Better Business



BUILD-OUT / APPLICABILITY

- Curricular and Co-Curricular experiences (Build-out):
 - Teaching Modules
 - Skills & Competencies Workshops
 - Master's Certificate, Undergraduate Colloquium
 - Coalition for Better Business – An industry partnership that brings cutting edge industry expertise into the classroom
- What we love about this framework (Applicability)
 - Organizing platform for internal and external collaborations
 - Able to be considered and taught from various disciplinary lenses
 - Offer students a framework that can be applied throughout their careers – no matter the industry, job, or level of seniority – for understanding how to do business better.

Principles for Better Business

Discussion & Benchmarking Exercise

1. Join a table, and select a note taker to capture the conversation
2. Talk about what's offered at your respective institutions:
 - Would the Principles for Better Business framework be a relevant, useful approach?
 - How well does your institutions already address social value related content, and the five business principles?
 - What about this framework resonates?
 - What about this framework do you find difficult?
 - What's missing?
3. Report top take-always to the group (share your best ideas, or burning questions)



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WHAT WE'VE LEARNED (SO FAR)

- Laying the groundwork is important and time-intensive; begin with faculty allies and include leadership
- Skill and competency mapping is time-intensive, and often specific to discipline
- Connecting the dots on these topics, across disciplinary boundaries – is hard work; expect faculty resistance
- Industry examples abound (resource and data collection never stops)
- Care must be taken to build-out substantively, and not with fluff

Principles for Better Business

Questions?



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