

A large, abstract purple graphic composed of several overlapping, rounded shapes that form a stylized, interconnected pattern. The shapes are solid purple and set against a white background.

■ EthicalLeadershipSociety

The Ethical Leadership Society is a dynamic and inspiring initiative that looks to forge an ethical approach to business practice and inclusive leadership. We want to ensure that the higher purpose that defines much of our personal lives can be reflected in our work and professional practice. It gives us the chance to change our collective future for the better.

About Us



What we do

FSquared helps organisations generate and deliver social value. We support our clients to embed social value in all their activities and to re-frame business practices around responsible and sustainable strategies that release social value, and inspire a culture of ethical leadership throughout their workforce. We support our public sector clients to get more social value through developing, implementing and measuring the success of policies and strategies that generate sustainable community benefits. We support our private sector clients to deliver more social value through creative and innovative approaches that are built on listening and responding to local need, and a proactive engagement with local knowledge and distinctiveness.

We support our clients to consult, listen, and involve their stakeholders and communities in a mutual process of capacity building to realise their shared needs and aspirations. Our defining principle is that social value is delivered to the benefit of our clients and their partners, communities, and supply chain. We deliver solutions that respond to environmental, social and economic issues in integrated ways that make a real difference to people's lives.

Who we are

The FSquared Group comprises:

- **The FSquared Consultancy:**
a for profit company with a strong social mission
- **The FSquared Association:**
a not for profit organisation, aimed at inspiring creative thinking and at prompting exchanges between people who share our belief in ethical behaviour in the workplace and in the market
- **The FSquared Foundation:**
a charity that aims to prevent and reduce poverty through making the most of the resources and impact of organisations that work to make a difference to people's lives. The Foundation is funded with charitable funds, and through FSquared Trading, which gives it 100% of its profits, and through the consultancy, which donates 10% of its pre tax profits to the Foundation's activities.

Creating sustainable community benefit from investment, development, procurement and corporate citizenship requires strong ethical leadership, and supporting that approach is at the core of our relationships with our customers. An ethical approach means that business is never 'just business', and we aim to raise the bar on quality, innovation, partnerships, leadership, professionalism, and procurement, and to stimulate market demand for building choice and social capital.

The Ethical Leadership Society



The Ethical Leadership Society is a dynamic and inspiring initiative that looks to forge an ethical approach to business practice and inclusive leadership. We want to ensure that the higher purpose that defines much of our personal lives can be reflected in our work and professional practice. It gives us the chance to change our collective future for the better. We are offering an introductory offer to be part of this ground breaking venture to companies that deliver services to public and private partners, and who want to respond to the emerging drive for responsible business practice.

The Ethical Leadership Society will provide a virtual (on line) and physical (meetings and seminars) space to explore these issues. Its aim is to support people to realise an aspiration through the application of knowledge and tools. It will make the intangible tangible and allow ethical leaders at all levels to access products and approaches that are normally only available to large organisations.

The pressure to maintain an ethical and moral viewpoint is at its most pronounced in hard economic times. We believe that working to an ethical agenda can help us steer a sustainable course through troubled waters. This takes an effort of collective will, and the Ethical Leadership Society will provide you with support to do this. Its value will be in creating and sustaining a business approach that can deliver greater stability through an assertion of common values. Ethical leadership inspires people; and this has a real value in business terms.

'We've already moved from management to leadership – and we're about to go beyond leadership to inspiration. In the 21st century, organisations have to achieve peak performance by creating conditions that allow them to unleash the power of their people – not leading them, not managing them, but by co-inspiring them'

Kevin Roberts, Saatchi and Saatchi

Resources



The Ethical Leadership Society offers a range of resources to support its aspiration. These will reflect cutting edge thinking and best practice, and they will allow us to refine and share our common experiences. The resources will strike a balance between informed information and consistent contact.

The site will have the following open access areas:

- **The Library** holds papers, opinion and think pieces, and presentations and interviews with inspiring and experienced leaders.
- **The Coffee Shop** is where we share our personal experiences of ethical leadership, secure support, and discuss our burning issues.
- **The Notice Board** is where you can look for partners or collaborators for your ethical leadership initiatives, and post common information about events.

Meetings and Seminars



There will be timetable of themed seminars and members meetings to assert a common purpose, share experiences, and reflect on what works (it is good to know we are not alone). These seminars will present state of the art thinking that will draw on both academic and business practice. Our aim is to present the best of thinking to inform the best of practice, and to leave you in a position to shape your business to make it more attractive to clients, and to hone your competitive advantage. Members will have priority places and have free access to a specified number.

Membership



So why join? The obvious reason is that the Society is the most complete and dedicated resource available for aspiring and practising ethical leaders. We want to develop it with you to be the touchstone for ethical leadership in the UK. Moreover, in the current economic climate, there is an expectation that the public sector and its private partners develop sustainable models that will deliver very real social value. This includes responsible and ethical procurement, and the ELS will give you the tools and a forum to develop better bidding strategies for this emerging sector. It will help you to do better business. The ELS will offer organisational and individual membership. Each will confer a range of exclusive options. For example, each organisation will have an exclusive content section, which can only be accessed by its own members- allowing ethical leaders to share and network within their own organization, as well as externally; and there will be a participatory forum for all individual members. The

ELS will be a collaborative endeavor, and we will review and adapt the membership options to reflect our growing experience and confidence.

Members will also have exclusive access to two additional areas on the website:

The Resource Hub will have a selection of links to cutting edge tools that help to realise the practical value of ethical leadership

Conference Hall – This is where you can find information relating to ELS events and book places. Organisational membership will also give five free places at events, free toolkits, and discounts on ethical leadership retreats. Individual members will have free access to two events, access to free toolkits, and a discount on retreats and other events.

Membership Fees



We are offering an introductory offer of one year membership at half the listed price. We would like you to be part of growing this venture with us. This offer is available until mid September 2010.

Organisations can have 5 named members; additional members can be added for £500.

Category	Fee
Private	£5,000.00
SME	£2,000.00
Public	£2,500
Third Sector	£1,500
Individual	£425

'To learn to act from our heart in a more intentional, conscious, and collective way, to act from the power of our emerging authentic self – to fly on the wings of those around us'

Martin Kalunga-Banda

Contact



The Society will go live in October 2010. We are looking for expressions of interests, and a commitment to engage with us on this journey now. To do so, and for more information, please contact David Williams:

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