

MASKEW CORDON

PROSPERITY WITH PRINCIPLES

What we do



There is a growing movement of people who want to change business.

They believe in business's potential as a force for good. But also that the current system isn't working for most stakeholders.

Including communities, staff and the planet.

The Governor of the Bank of England, The Financial Times and over 150 of America's most prominent companies are amongst those who have voiced such concerns.

They believe the ethos that a company's sole purpose is to deliver shareholder value is no longer fit for purpose in the face of the issues facing society.

Why? And why does this matter?

Connectedness.

Accountability.

Impact.

Business policies, choices and behaviours all have impact. On people. On behaviour. On communities. On the planet.

Ultimately, on us.

"What goes around comes around"

"Karma"

Or, as Sir Isaac Newton put it "Every action has an equal and opposite reaction".

For many, the issue of climate change is enough of a motivation for change.

But there are other reasons too.

Customers are increasingly buying based on values and purpose.

They don't want to be "consumers" anymore.

They want to buy from brands whose purpose, business model and behaviour align with their philosophy of sustainability.

And they can spot fakes from space.

BUSINESS STRATEGY, ADVICE, COACHING & FACILITATION

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In a post consumerism world, purpose, philosophy and meaning will replace conspicuous consumption, instant gratification and retail therapy.

The City is tuned in.

Financial providers are shaping lending and investment criteria around Environmental, Societal and Governance impact (ESG).

We are in the age of Greta Thunberg, the internet and social media.

Never has there been such visibility and transparency.

Change is accelerating. And business needs to change to face the challenges confronting society. And the opportunities this presents if done properly and sincerely.

There is real evidence that values driven businesses are better businesses.

Resilient in adversity.

More engaged.

More productive.

More profitable.

More successful.

As a business owner or leader, the need to step back to stride forward has never been greater.

To be ethical.

Accountable.

Values led.

Authentic.

At Maskew Cordon, we work with business owners helping them live their purpose and values to differentiate themselves to customers, potential employees and potential investors.

Because it's the right thing to do.

Because Values build Value.

Because you can have Prosperity with Principles.

If this sounds like the direction you want to go in, the first step is an easy one.

Phone or email using the contact details below and let's have a chat and see what we can do to help.

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