



Cultural Transformation Through Social Responsibility

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Why is Social Responsibility Important?

- All ideas/projects/problems have a social component
- Identifying social resistance enables better innovation
- SR defines how stakeholders will interact with each other
- SR principles align organizational values with personal beliefs
- SR enables the aligned pursuit of organizational missions
- SR enables full, individual engagement without resentment
- SR increases productivity by creating mutually beneficial goals

What is Social Responsibility?

- Social responsibility is defined by the ISO 26000 guidelines
- The end goal of social responsibility is sustainability

Social Responsibility Principles

- Accountability
- Transparency
- Ethical behavior
- Respect for stakeholder interests
- Respect for the rule of law
- Respect for international norms of behavior
- Respect for human rights

Social Responsibility Subjects

- Organizational governance
- Human rights
- Labor practices
- Environment
- Fair operating practices
- Consumer issues
- Community involvement and development

More Than A Carpet Company



Be Genuine
& Generous

Interface is its people – authentic people who bring their whole, undivided selves to work and to the world. We're empowered to speak out, to stand out, and to reach out. Being genuine creates a foundation for trust and deep relationships, investing in “we” over “me” and creating a culture of inclusion.

Our culture of curiosity is contagious. At Interface, there's an ever-present sense of exploration and innovation – a willingness to test, tumble and try again.



Connect
the Whole

Interconnectedness is at the heart of all we do. We think in partnerships, knowing none of us is as smart as all of us.

When we're at our best, we're not only a beacon – we're the spark that helps others catch fire.



Embrace
Tomorrow,
Today

...our vision is our compass, and we're confident on our trajectory toward a better tomorrow.

Excerpts from Interface values. Find out more at https://www.interface.com/US/en-US/about/mission/Interface-Values-en_US



Design a
Better Way



Inspire
Others

THE CLIMATE TAKE BACK

LIVE ZERO

Aim for zero
negative impact on
the environment

LOVE CARBON

Stop seeing carbon as
the enemy, and start
using it as a resource



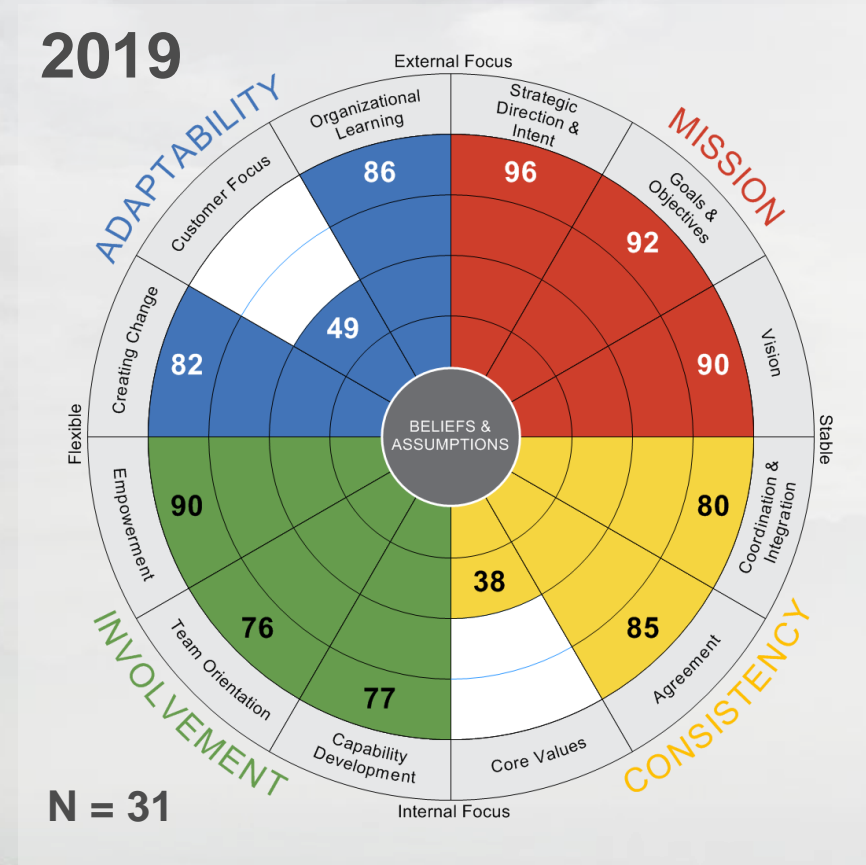
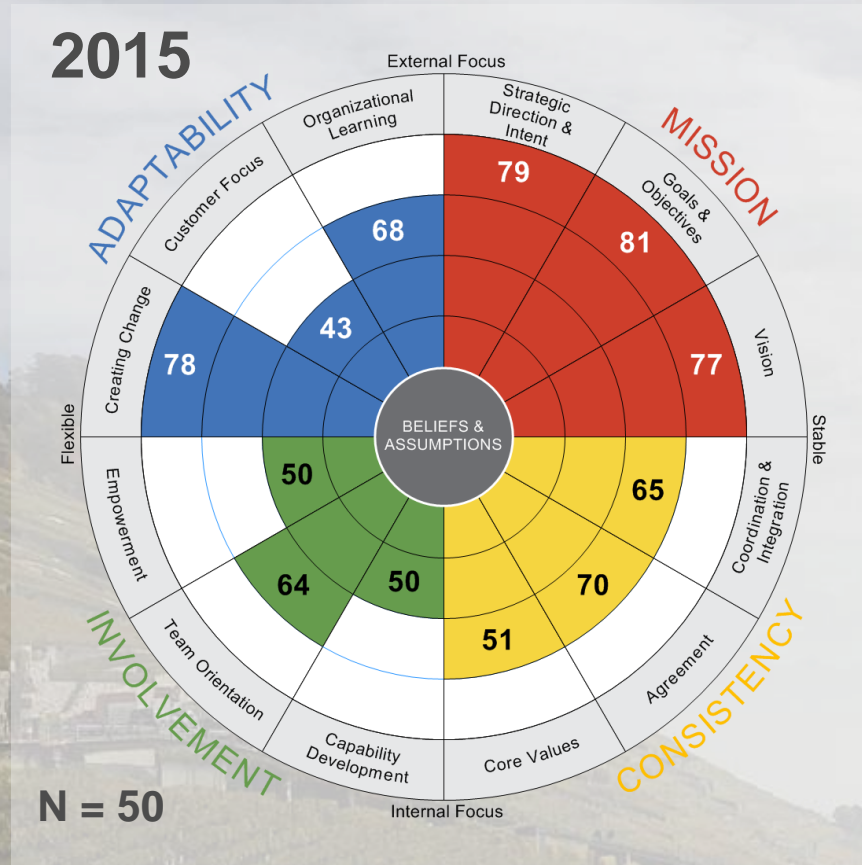
LEAD THE INDUSTRIAL RE-REVOLUTION

Transform industry
into a force for the
future we want

LET NATURE COOL

Support our
biosphere's ability to
regulate the climate

Cultural Transformation, Product Development



Mutually Beneficial Goals

- High levels of individual engagement
- An individual's and tribe's best work
- Personal success and recognition
- Increased level of social dialog
- Individual's acting on organizational values
- Socially responsible behavior
- Control of your own destiny
- Reliability and productivity
- Innovation
- Work focused on mission

Key Takeaways

- Environmental and economic innovation are derivatives of social innovation
- Allowing for choice is the only way to create a socially responsible culture
- Understanding the social current state enables a person with an idea a greater chance of success
- Most people with ideas never attempt to act on them because of potentially negative social outcomes
- People who do act on ideas avoid the best solutions when they involve social change

Questions

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