

# LEADERSHIP MATTERS

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## Doing Good by Doing Good

After working with the Government of Saudi Arabia building their disaster management capacity, I travelled to Thailand to work with the General Managers of a luxury hotel chain for Indochina. The work we did together focused on creating sustainable leadership and building a corporate social responsibility (CSR) platform.

The Westpac Bank is a leader in the finance sector of Australia for the work it has done in the CSR space building sustainable growth via mentoring. It's without

question that mentoring is a key direction for CSR because it is based upon engagement. With effective mentoring programs you have to question who benefits most from the program, those providing the mentoring or those receiving. When that's in question, you then know your CSR program is a winner.

Mentoring is not for everyone and it takes considerable infrastructure to establish, but doesn't anything worthwhile? Whilst employee giving in the form of payroll deductions is effective and charities and

NFP will always need money to function, taking the time and committing the resources to build a program will return everyone involved rewards at a greater depth.

Taking the model that Westpac has effectively created (why would you not build upon something great) I developed a program for the luxury hotel group which to my mind is quite unique. It doesn't involve the company or the employees giving money. It doesn't even involve the guests giving money when they check out. Sure they have that, but how

juiced do you get from adding a dollar to your bill?

The program we are building involves the sharing of expertise of not just one of the best hotels I have ever stayed in when it comes to service, but their rich resource of clientele. It's about leveraging the expertise of the guests in a local mentoring program across one of many demographics in a community with an appetite for learning and growth. We're matching frequent travelers to someone in small business, an emerging leader, disadvantaged youth, or someone of their choice who could benefit from the expertise of the corporate traveller.

Without question at least once a week after I deliver a keynote presentation I will have a follow up conversation with someone who is looking for more in their life. I can stereotype them for you; usually male, mid 40's, financially secure, hold a senior position within their organisation, their kids want for nothing yet something is missing in their life.

It's the opportunity to make a REAL difference that they are seeking. This doesn't detract from their contribution to corporate life, its just on a different level.

For those that travel we are now giving them that opportunity to fill the space in their life that is unfulfilled. But like any good CSR program the company hosting the program, in this case the luxury hotel group will see business driven their way. They will see a measurable and reportable positive outcome from this program.

There will be more rooms booked, there will be new business driven their way and we haven't even started to measure the enhancement of brand or engagement from staff that will occur.

For all involved it is about Doing Good by Doing Good. If you travel frequently and would like to know more how you too could be involved or would like to explore a similar program get in touch. You can change lives by sharing what you know, its the 2.0 version of volunteering for those ready to move to the next level.

**"The greatest mistake you can make in life is to be continually fearing you will make one."**

**Elbert Hubbard**

## HANDS UPDATE

With the Launch of News from Hands - the recently launched Hands Across the Water Newsletter, this will be the last Hands Update on the Leadership Matters newsletter. I have taken the liberty of forwarding you all the first edition of the Hands News which has an easy unsubscribe option should you wish.

Once every two months I will write on what is going on at Hands with the various projects we are running and the opportunities for supporters.