Designing a Company for Profit & Purpose

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Help Scout

Profit & Purpose

Capitalism took a wrong turn 50 years ago.

> **“There is one and only one social responsibility of business — to use its resources and engage in activities designed to increase its profits ...”**

Milton Friedman
Economist

The New York Times, Sept, 1970

Only 19% of Americans between the ages of 19-29 call themselves capitalists, and less than half said they supported capitalism.

Harvard Institute of Politics, 2014

~~Shareholder Primacy~~

~~Shareholder Primacy~~ → Stakeholder Governance

Catalyzing Change

Operationalizing Stakeholder Governance at Help Scout

Certified
B
Corporation

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Prompt

What’s being done to promote and protect your company’s purpose?

Help Scout for Good

Help Scout for Good

Prompt

What programs enable you to live your purpose *today*?

PLEDGE 1%

LT
SE

Prompt

What programs enable you to live your purpose *tomorrow*?

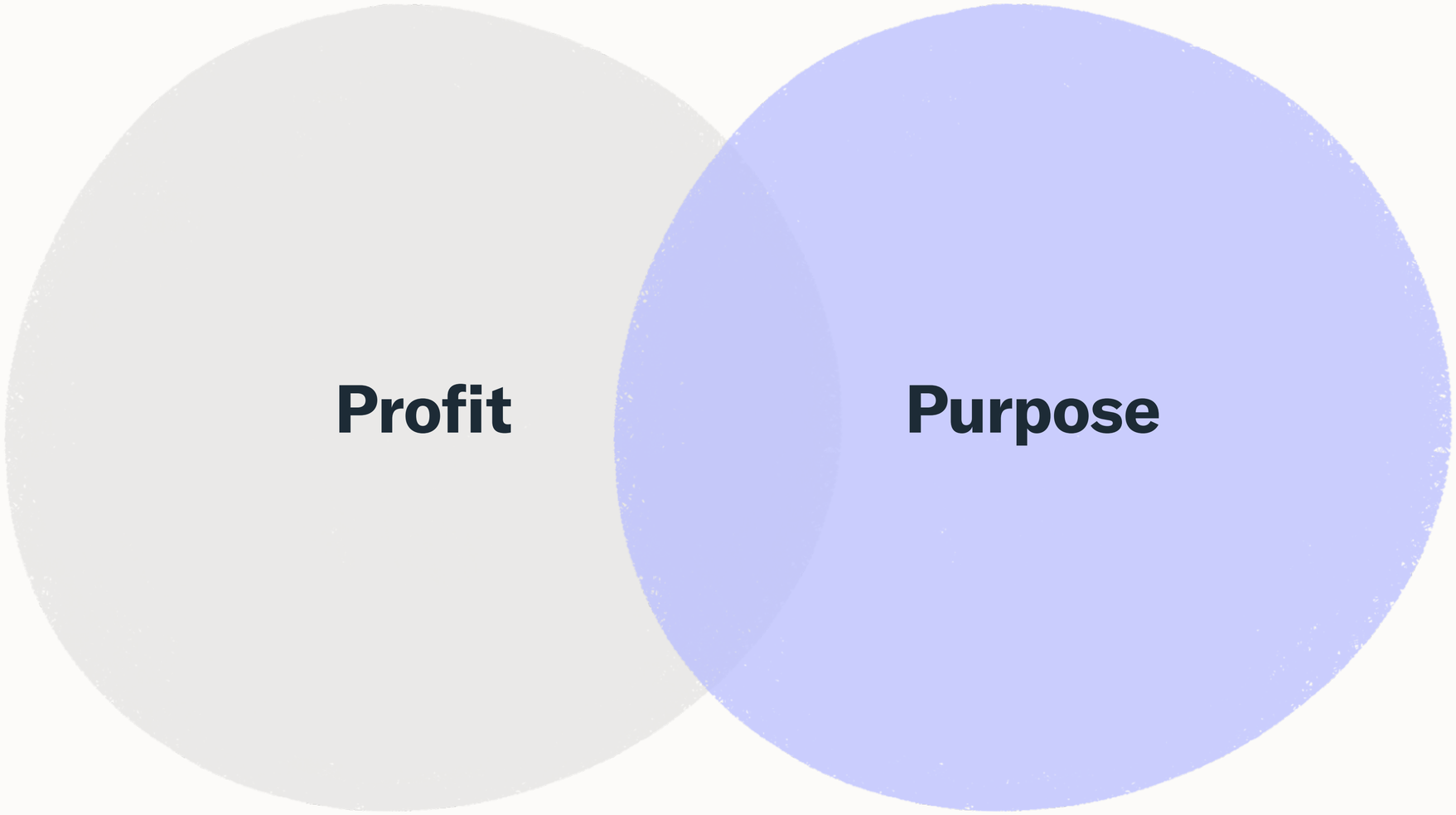
Fundraising

Equal pay for remote workers

Prompt

Do your company’s practices foster profit & purpose harmony?

Profit
Purpose


Profit
Purpose

Earth is now our
only shareholder.

Thank You 👋

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