

# Shared Value: A New Global Agenda

Professor Michael E. Porter  
Harvard Business School

*Shared Value Leadership Summit*  
*New York, NY*  
*May 10<sup>th</sup>, 2016*

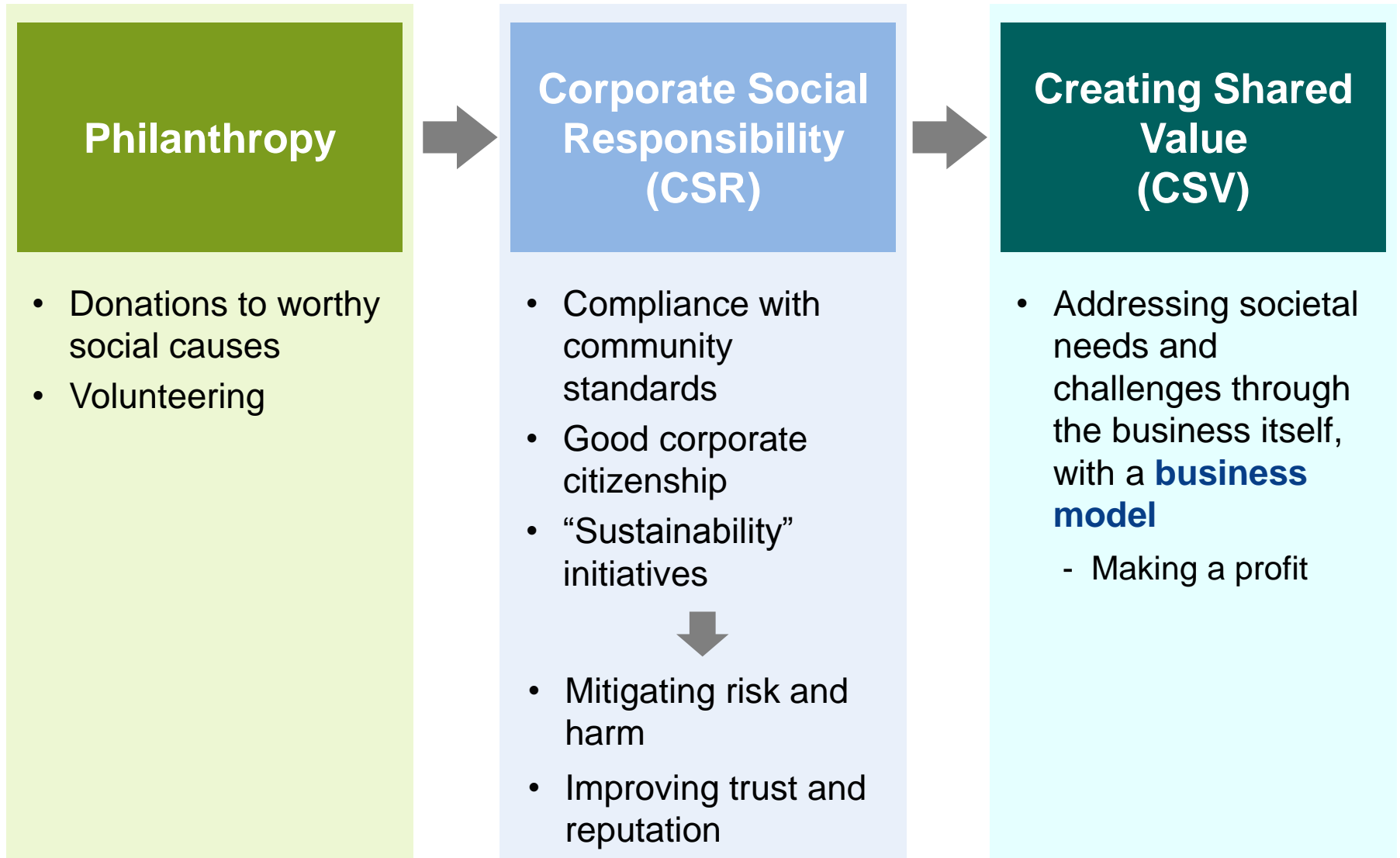
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This presentation draws on ideas from Professor Porter's books and articles, in particular, *Competitive Strategy* (*The Free Press*, 1980); *Competitive Advantage* (*The Free Press*, 1985); "What is Strategy?" (*Harvard Business Review*, Nov/Dec 1996); *On Competition* (*Harvard Business Review*, 2008); and "Creating Shared Value" (*Harvard Business Review*, Jan 2011). No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopying, recording, or otherwise—without the permission of Michael E. Porter. For further materials, see the website of the Institute for Strategy and Competitiveness, [www.isc.hbs.edu](http://www.isc.hbs.edu), and FSG website, [www.fsg.org](http://www.fsg.org).

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# The Role of Business in Society

## Evolving Approaches



# Shared Value Has Gone Mainstream

2011



2015





# Shared Value Momentum: By the Numbers

**800+** documented case examples on [sharedvalue.org](http://sharedvalue.org)

**200+** shared value conferences and workshops since 2011

**15K+** scholarly citations for “shared value”

**1.35M+** views of Michael Porter’s 2013 TED Talk

**Prominent media features:** NY Times, Fortune, Fast Company and Huffington Post

**Senior executive program on shared value (since 2014)  
and Harvard MBA course this fall**

**470+** academic institutions worldwide teaching our shared value cases developed at HBS

# Transforming Competition and Strategy



Good Food, Good Life



# Social Impact at Scale (U.S)



- A corporate coalition to engage at least 100,000 “Opportunity Youth” age 16-24 who face **systemic barriers to jobs and education** by 2018
- **Hire, retain and advance** these youth while simultaneously meeting partner companies’ **talent acquisition and retention needs**

## Corporate Coalition

Disseminate effective practices around recruitment, retention and advancement

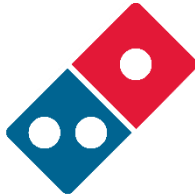
## Demonstration Cities

Build connections between employers and local workforce systems

## Recruiting Events

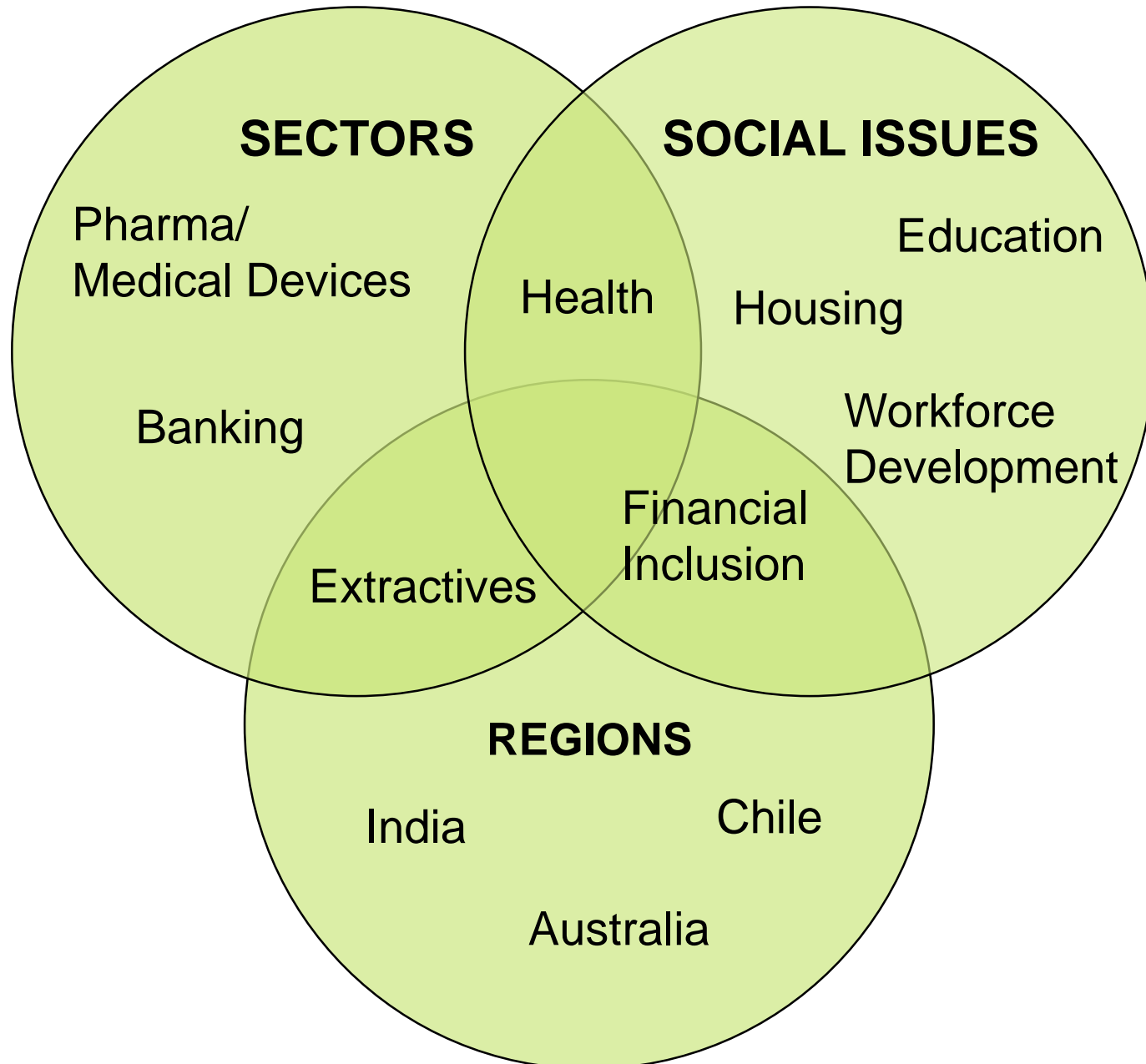
Connect employers with talent and disseminate the message about youth potential

# Participating Employers





# Collective Impact





# Cross-Institutional Collaboration

