



@rontite • October 19, 2022

# NOW WHAT??

Prioritizing personal and organizational growth  
to go from recovery to reinvention • MSCA





















**NETFLIX**

**BO BURNHAM**  
**MAKE HAPPY**





**You're everything you ever hated.  
Are you happy?**

**Hey, look ma. I made it.  
Are you happy?**

















**THE ONLY THING WORSE THAN  
THE GREAT RESIGNATION  
IS THE GREAT RESIGNATION**







GROUPS

DALE  
THE CW & CW APP

EDYNAS  
OCT 11 WED 9P

Make Google


TOSHIBA

T743594C





**P3**



**THE  
POST  
PANDEMIC  
PARADOX**










**P3**



**THE  
POST  
PANDEMIC  
PARADOX**



Leadership is  
taking specific actions  
based on the information you have  
to improve the lives of the people around you.



**NOW  
WHAT?**



**Leaders drive growth.**



**PERSONAL GROWTH**  
**COMPANY GROWTH**  
**COMMUNITY GROWTH**







WE



**FOCUSED BY  
PURPOSE**

**DEFINED  
BY ACTIONS**

**ADOPTED THROUGH  
COMMUNICATION**

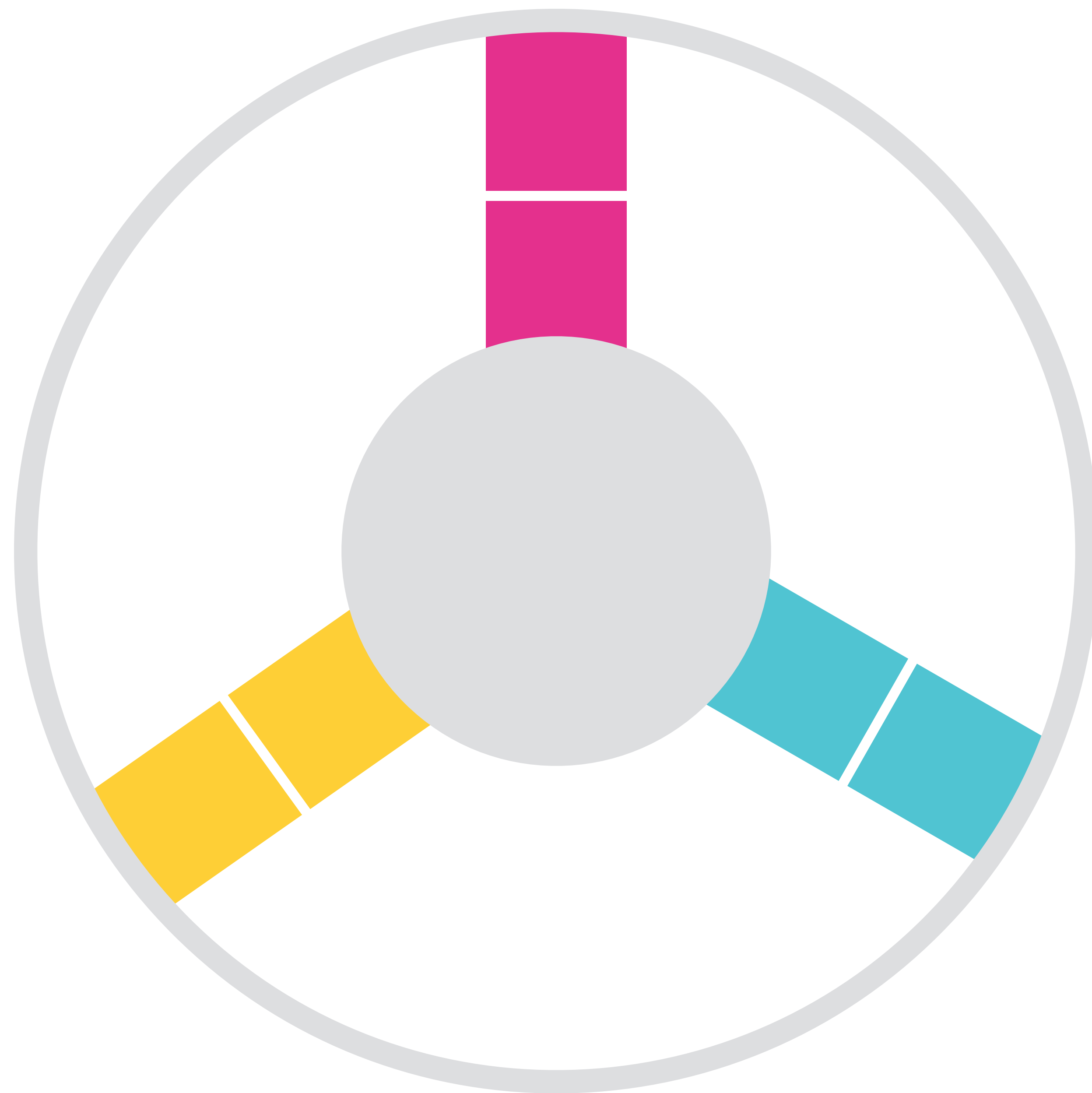


**THINK**

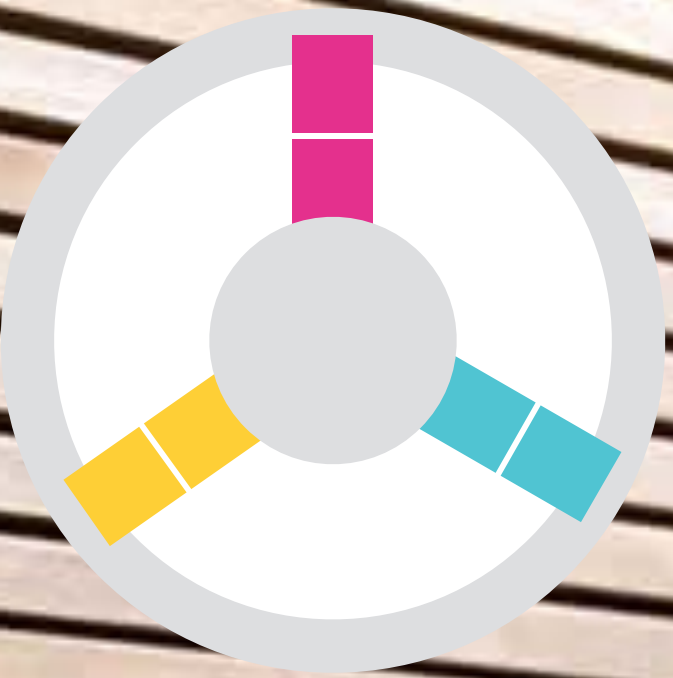
**DO**

**SAY**

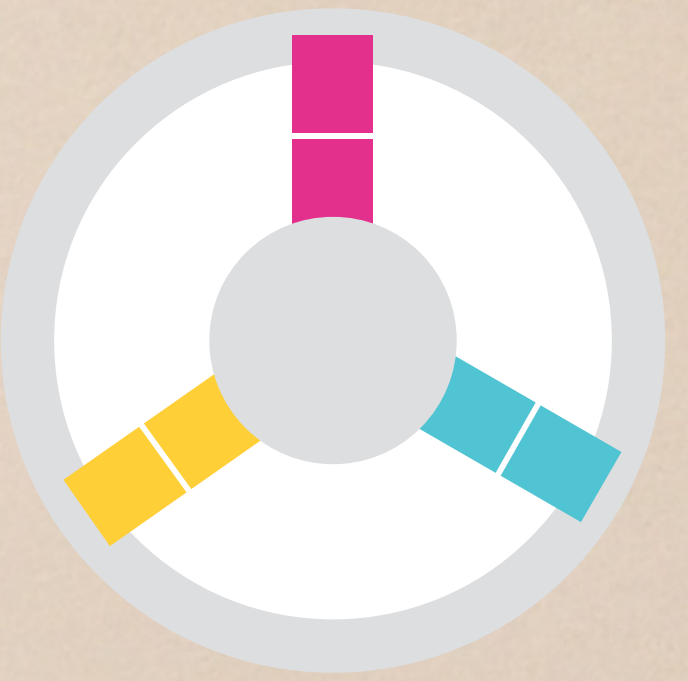














**THE  
THINK  
PART**









## The Social Responsibility of Business Is to Increase Its Profits

*Milton Friedman*

When I hear businessmen speak eloquently about the “social responsibilities of business in a free-enterprise system,” I am reminded of the wonderful line about the Frenchman who discovered at the age of 70 that he had been speaking prose all his life. The businessmen believe that they are defending free enterprise when they declaim that business is not concerned “merely” with profit but also with promoting desirable “social” ends; that business has a “social conscience” and takes seriously its responsibilities for providing employment, eliminating discrimination, avoiding pollution and whatever else may be the catchwords of the contemporary crop of reformers. In fact they are—or would be if they or anyone else took them seriously—preaching pure and unadulterated socialism. Businessmen who talk this way are unwitting puppets of the intellectual forces that have been undermining the basis of a free society these past decades.

The discussions of the “social responsibilities of business” are notable for their analytical looseness and lack of rigor. What does it mean to say that “business” has responsibilities? Only people can have responsibilities. A corporation is an artificial person and in this sense may have artificial responsibilities, but “business” as a whole cannot be said to have responsibilities, even in this vague sense. The first step toward clarity in examining the doctrine of the social responsibility

of business is to ask precisely what it implies for whom.

Presumably, the individuals who are to be responsible are businessmen, which means individual proprietors or corporate executives. Most of the discussion of social responsibility is directed at corporations, so in what follows I shall mostly neglect the individual proprietors and speak of corporate executives.

In a free-enterprise, private-property system, a corporate executive is an employee of the owners of the business. He has direct responsibility to his employers. That responsibility is to conduct the business in accordance with their desires, which generally will be to make as much money as possible while conforming to the basic rules of the society, both those embodied in law and those embodied in ethical custom. Of course, in some cases his employers may have a different objective. A group of persons might establish a corporation for an eleemosynary purpose—for example, a hospital or a school. The manager of such a corporation will not have money profit as his objective but the rendering of certain services.

In either case, the key point is that, in his capacity as a corporate executive, the manager is the agent of the individuals who own the corporation or establish the eleemosynary institution, and his primary responsibility is to them.

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From Milton Friedman, “The Social Responsibility of Business Is to Increase Its Profits,” *New York Times Magazine*, September 13, 1970. Copyright © 2001 by The New York Times Company. Reprinted by permission.



**SHAREHOLDERS**

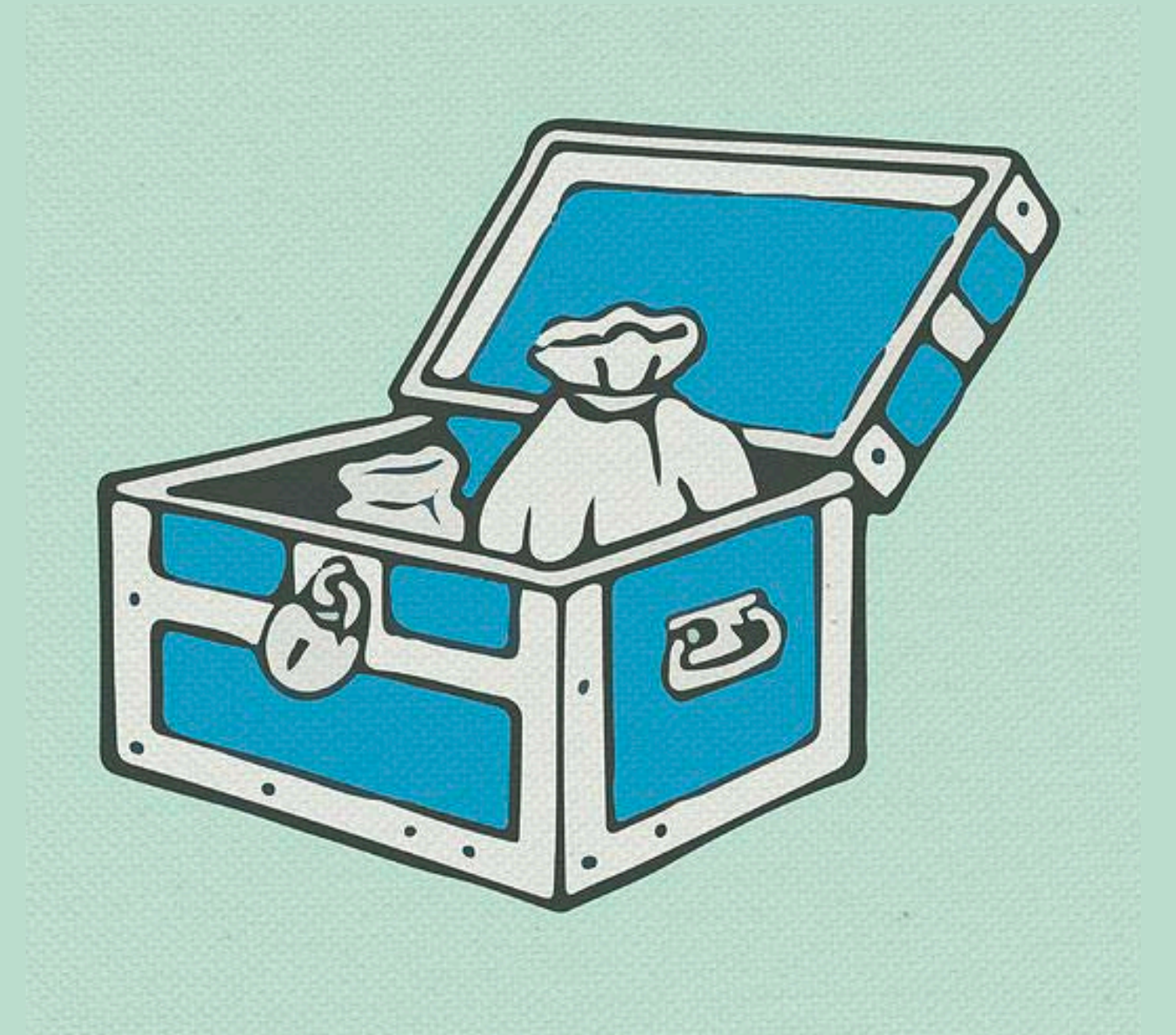
**CUSTOMERS**

**EMPLOYEES**

**SUPPLIERS**

**COMMUNITY**







**WELCOME TO THE 3RD  
MODERN BUSINESS ERA**





**THIS IS  
BUSINESS  
NOW**



From next quarter  
to next generation.  
This is business now.



New standards of impact are redefining the ways business is valued today.  
For unique and insightful perspectives, turn to Smith School of Business.



Explore more at [SmithQueens.com/Now](https://SmithQueens.com/Now)





**CAUSE ISN'T PURPOSE.**



**WE BELIEVE THAT...**







We believe that people  
should feel like they belong anywhere.





We believe that  
everyone deserves to be comfortable  
in their own home.







**GAGA**

**I believe people should be free to express themselves**



**ACTING**

**MUSIC**

**FASHION**





# OUR HAUS. YOUR RULES.

YOUR GLAM. YOUR EXPRESSION. YOUR ARTISTRY.

SHOP









We stand together  
to drive the world forward.









**Bank**

America's Most Convenient Bank®









THE  
DO PART



We believe that people  
should feel like they belong anywhere.





We believe that people  
should feel like they belong anywhere.

SO

We provide safe ways for them  
to stay in local communities.







**Brian Chesky** 🇺🇦 ✓

@bchesky



Airbnb and [Airbnb.org](https://www.airbnb.org) are working with our Hosts to house up to 100,000 refugees fleeing from Ukraine, for free



We believe that  
everyone deserves to be comfortable  
in their own home.



**DO IT EFFICIENTLY**











**WHO DO YOU DO IT FOR?**








DEAR @RONTITE,

THANK YOU FOR BEING A LOYAL  
GUEST (AND FOLLOWER!) WE  
HOPE YOU ENJOY THE REST  
OF YOUR STAY AND A LITTLE  
TREAT FROM US.  
(TWEET)

SINCERELY,  
@THEWESTINGRAND





Dear Ron,

Welcome Back! It's a pleasure to have you stay with us again, and we are truly grateful for all of the kind words you say about us during your speaking engagements. To show our appreciation please enjoy these snacks (we hear they're your favourite) as well as a couple of personal touches in your Suite.

**THE WESTIN**  
GRAND  
VANCOUVER

Stay well, @TheWestinGrand















**WHAT DO THEY  
WANT YOU TO DO?**



**SHUT UP  
AND SOLVE  
MY PROBLEM**





**Simon Holland** 

@simoncholland





**Simon Holland** ✓

@simoncholland

I got a job at Comcast and completed training so I could fix my own cable because it was faster than being on hold with customer service.



**SHUT UP  
AND SOLVE  
MY PROBLEM**



**WENT TO REPLACE FILTER**

**'OLD' FILTER STILL IN PLASTIC  
PACKAGING**







6 hrs · 

does anyone know a good furnace maintenance company. Ie. one that will clean it if that's all that's needed versus charging me \$1000 for an unnecessary part just to make money?

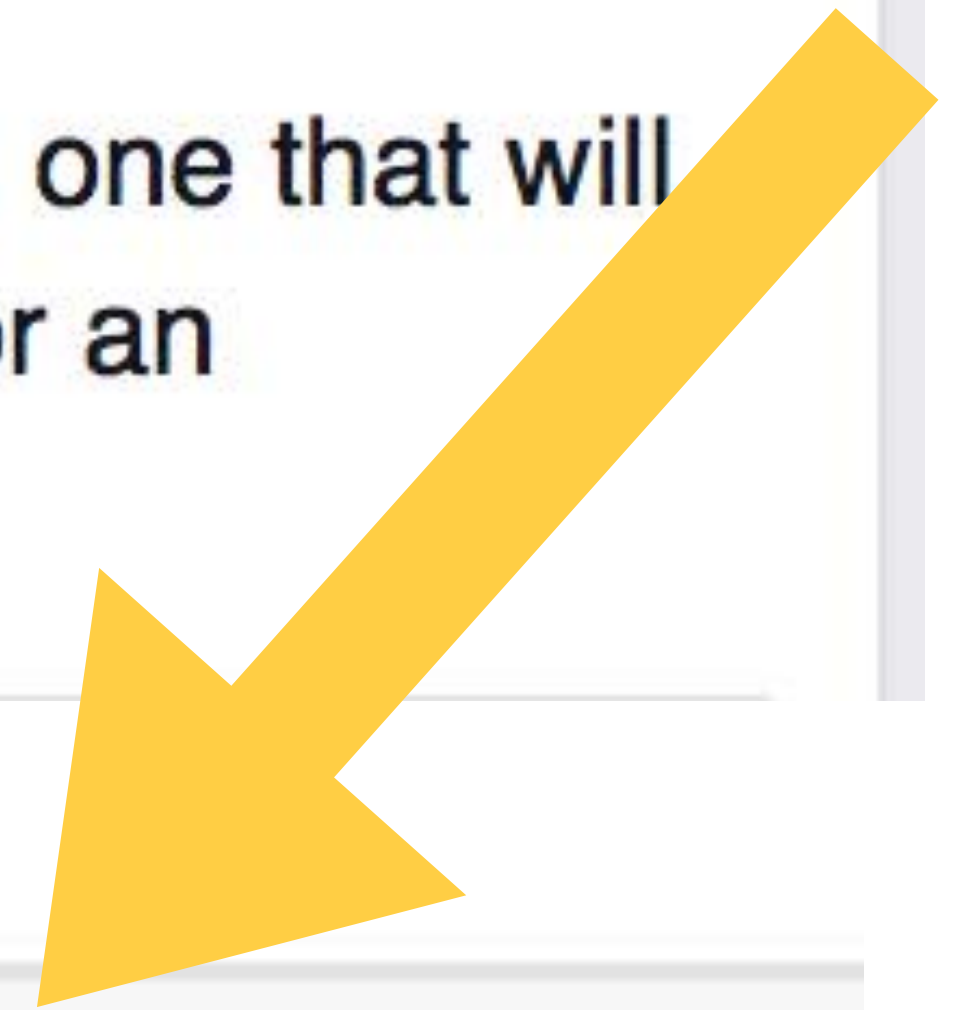




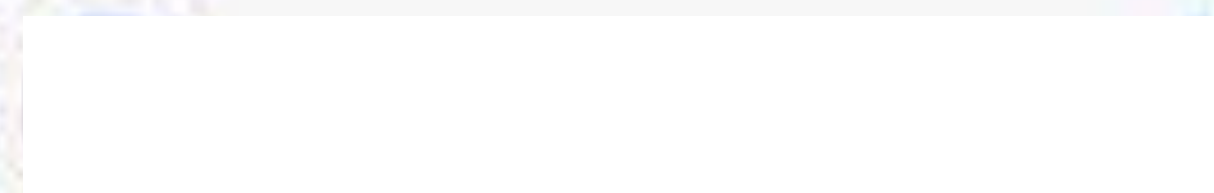
**Tara**

6 hrs · 

does anyone know a good furnace maintenance company. Ie. one that will clean it if that's all that's needed versus charging me \$1000 for an unnecessary part just to make money?



**Brandi**



I have a guy

Like · Reply · 5 hrs







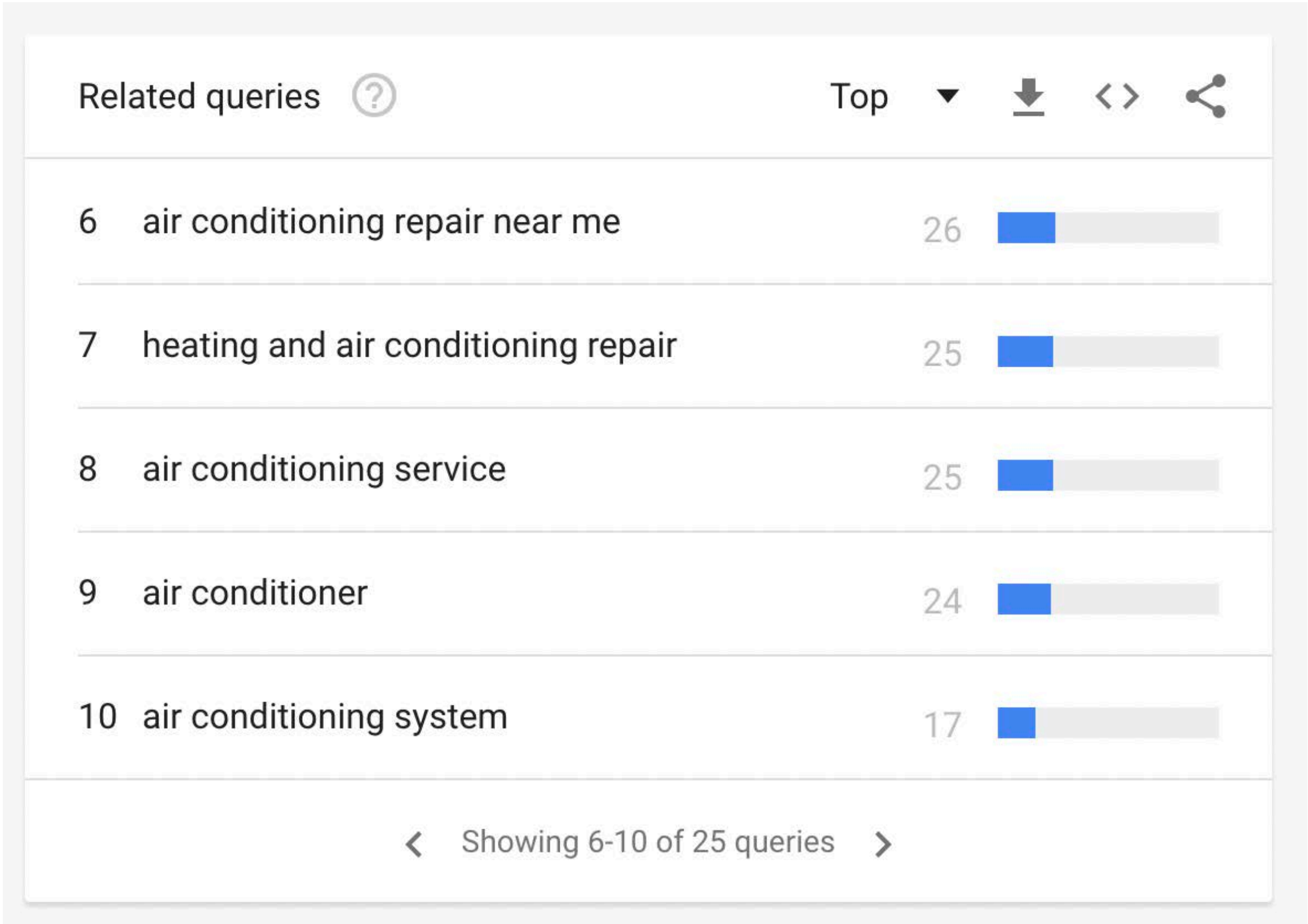
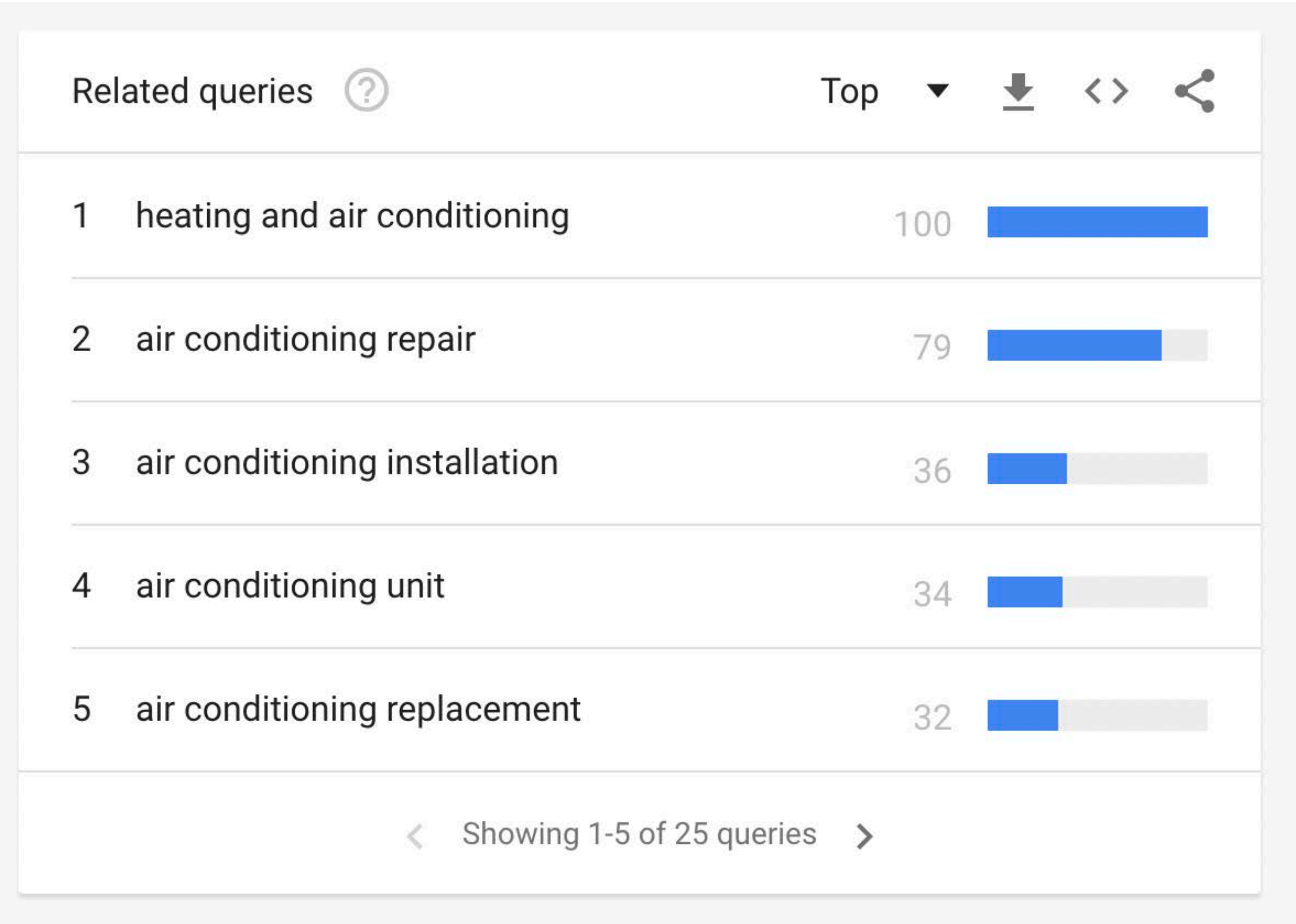
**PROBLEMS ARE  
YOUR CATALYSTS  
TO GROWTH**

















# Google Searches: Air Conditioning












# Google Searches: Air Conditioning








Related queries 		Rising    
1	aire serv heating & air conditioning	Breakout
2	reeis air conditioning	Breakout
3	nave air conditioning system	Breakout
4	american standard heating and air conditioning	+190%
5	lindstrom air conditioning	+150%
< Showing 1-5 of 14 queries >		

Related queries 		Rising    
6	one hour air conditioning & heating	+130%
7	action air conditioning	+100%
8	air conditioning companies near me	+100%
9	heating and air conditioning service near me	+100%
10	heating and air conditioning companies	+70%
< Showing 6-10 of 14 queries >		








# Google Searches: Furnace






Related queries 		Rising 			
1	furnace not blowing hot air				Breakout
2	goodman furnace parts				Breakout
3	rv furnace troubleshooting				Breakout
4	how to relight pilot light on furnace				Breakout
5	goodman furnace control board				Breakout
 Showing 1-5 of 25 queries 					

Related queries 		Rising 			
6	100,000 btu furnace square footage				Breakout
7	repair clinic				Breakout
8	furnace company near me				Breakout
9	20x25x5 furnace filter				Breakout
10	goodman furnace ignitor				Breakout
 Showing 6-10 of 25 queries 					



# Google Searches: HVAC

Related queries 		Rising    
1	hutchinson hvac	Breakout
2	trade schools near me	Breakout
3	angi	+3,400%
4	how much does an hvac tech make	+3,250%
5	furnace repair near me	+450%
< Showing 1-5 of 24 queries >		

Related queries 		Rising    
6	hvac management software	+300%
7	air scrubber hvac	+200%
8	hvac websites	+170%
9	types of hvac systems	+150%
10	trade school near me	+130%
< Showing 6-10 of 24 queries >		







**There is no CX without EX**



**CUSTOMER EXPERIENCE**



**CX/EX GAP**



**EMPLOYEE EXPERIENCE**







# THE SAY PART





We stand together  
to drive the world forward.





everybody in.



**SAY IT  
HONESTLY**



**PROUD TO ANNOUNCE:**



**NO LONGER CRAP**









**SAY IT  
AUTHENTICALLY**



# AUTHENTICITY

is being comfortable  
with your imperfections









## Tweet



**alex bloomfield** @alex\_bloomfield 1d

@tdsb it's rlly chilly outside r u shore I  
have to go 2 skool tmrw





## Tweet



**alex bloomfield** @alex\_bloomfield 1d

@tdsb it's rlly chilly outside r u shore I  
have to go 2 skool tmrw



**Toronto DSB**

@tdsb

@alex\_bloomfield Hello again  
Alex, your spelling indicates that  
you should go to school  
tomorrow. #schooliscool



**Thanks**



**@rontite**