



The Doing Good Model: Activate Your Goodness in Business

Shari Arison

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There is now proof that business and philanthropy form a powerful platform for positive change.

Shari Arison has shown this through her leadership in over three decades of philanthropy and 15 years of running her own global business, the Arison Group. In her previous *New York Times* bestseller, *Activate Your Goodness*, Shari revealed the ways doing good enriches the lives of individuals and those around them. Now, in *The Doing Good Model*, Shari's vision and insights have been applied to the corporate world to illustrate how everyone benefits when companies value people and the planet alongside profit. Learning about the 13 values within *The Doing Good Model* will enable business owners to rethink their impact on every level, from the individual, all the way through to our collective well-being.

The Doing Good Model is a guide that will enable you to infuse your business with the power of doing good. And more than that, it's a call to action for business owners, leaders, and employees in all industries across the world to become agents for change. Companies of any size can benefit from Shari's vision. Her sustainable values-based business model can easily be introduced and implemented in any organization.

It's time to revitalize modern business for the good of humanity. Let *The Doing Good Model* open your eyes and become a catalyst for corporate transformation.

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