

# MOSAIKPIECES™

## Winter Holiday 2005 Edition

Mosaik Pieces is Mosaik Strategies' Newsletter, sent to subscribers six times annually.

### Corporate Relations

#### Goodbye Mr. Drucker

As many of you know the world of management lost a great man on November 11, 2005. Peter Drucker, known as the “father of modern management,” died at the age of 95. In the business community, Drucker was well known. He wrote 39 books, most on business management. But he was also well respected in the nonprofit community. His book, *Managing the Non-Profit Organization, Principles and Practices*, illustrated how proven practices used in business management, were also effective in the non-profit community and taught us how to use conventional business management practices in nonprofit organizations. Nonprofit organizations do not have a “conventional” bottom line, but they need to manage their organizations effectively, just the same. His belief “that nonprofit institutions are central to American society and are indeed its most distinguishing feature” is one that made him popular among organizations. He founded the Peter Drucker Foundation, later to become Leader to Leader Institute to bring together the best leadership thinking to social sector leaders.

Mr. Drucker believed people mattered and that it's the people that make the organization successful. Good management is about building a better world, not just increasing profits. “Societies with well-run public and private institutions would be healthier, wealthier and more just.” He believed companies had an inherent social responsibility. His ideals are to a great extent on what we at Mosaik Strategies base much of our corporate relations work. It is with great loss that the business community and the nonprofit community lay to rest Peter Drucker. It is my hope that his theories and ideologies will continue.

### Strategic Diversity

#### The Value of Strategic Diversity

Does the word “diversity” generate more negative feelings with the general public than positive feelings today? Is “diversity” being replaced with other terms now like “total inclusion” or “multiculturalism”? As the US social composition continues to change, diversity becomes inevitable. Whether the word is perceived as negative or controversial is irrelevant. Markets are expanding to include more varied cultures, and individuals are insisting that you reach out to them on their terms. Whatever your word of choice, your company must embrace the change by addressing a more varied market or expanding their recruiting pool to include a broader recruiting target or fail. Companies that take diversity into consideration in every aspect of their businesses are strategically positioning themselves for success in the very near future. These companies will be tomorrow’s success stories.

### Community Relations

#### Socially Responsible Businesses Win!

“A good company delivers excellent products and services, and a great company does all that and strives to make the world a better place.” *William Ford Jr., Chairman, Ford Motor Company.*

American consumers agree with Bill Ford on the importance of corporate social responsibility (CSR), and it is reflected in their loyalty to businesses. For a number of years now, consumers have consistently stated that social responsibility makes a difference in their purchase decisions. According to the 2005 State of Corporate Citizenship survey supported by the US Chamber of Commerce, an overwhelming 81 percent of Americans believe that corporate citizenship needs to be a company priority. It would make sense then that almost 70 percent of Americans expect companies to be good corporate citizens. Building a reputation as socially responsible gives your company a competitive advantage because most consumers want to believe they are doing some good by purchasing from companies that support social causes.

Each year companies offer billions of dollars toward social causes. Socially responsible businesses benefit by retaining consumers and attracting new customers. In addition, studies have shown that consumers will pay more for products from socially responsible businesses.

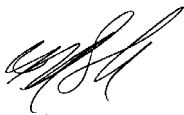
In essence, committing charitable dollars to carefully chosen social needs, is a value-driven proposition. By being socially responsible, you are telling the world you are dedicated to a cause. You build brand loyalty, enhance your corporate image and reputation and build lifelong customer bonds.

### **Announcements**

Mosaik Strategies is offering corporate relations coaching to new clients at a discounted rate for clients who sign up during the month of January. For more holiday specials go to our website, [www.mosaikstrategies.com](http://www.mosaikstrategies.com).

Mosaik Strategies' Consulting Department will be closed for the holidays December 26, 2005 – January 3, 2006. The Administrative Department will be open. Have a happy New Year!

Until next time, here's to greater profitability!



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