



Life is too short to live it aimlessly. It is also too short to have your career not align with either your purpose or your principles. Most people are looking for ways to have life, business, and investments of their time and money all coalesce. With the hybrid corporate world of public benefit corporations and socially responsible investing we now see a new standard. Business is no longer solely about business...and profits, but about purpose. Striking this perfect balance does not come without some intentionality, but it is certainly worthwhile. Nobody wants to work to realize no financial gain; but does anyone really want financial gain at the expense of a positive social impact on the world around us? There is a way to make sure to structure your professional day-to-day efforts to be both profitable and missional.

This marriage of profit and purpose is the merging of generations. The Boomer Generation had been solely focused on profits, mainly because they had to be. The laws of corporate America did not allow for anything else. But with the inception of corporate hybrids, we have seen companies such as Cariuma, Toms, Allbirds, and Bombas take the world by storm. Their vision for philanthropy and sustainability have given capitalism a new face in the eyes of Millennials and Zoomers. And, no, this arena is not solely for socks and shoes. There are numerous other companies from Aesop to Zevia; there are even green law firms that have gone paperless. These for-profit Corporations are seamlessly combining their financial minds with hearts of benevolence.

This type of corporate structure injects meaning into lifestyle. It shifts people out of the mundane clock-punching, which is disconnected from life, and enables them to see their work in a whole new light. More importantly, it enables them to sow seeds of good on a daily basis. It is the missions behind the methods that enable for-profit entities to attract the attention of charitable contributors and investors. If these sentiments resonate with you, then please contact us at MDO Global, PBC. At MDO Global we're in the business of doing good well one Mission Driven Organization at a time. Let us help you help the world!

