

Antoine Rougier, MSc Management and Corporate Sustainability 14-15 Blog: Doing Well and Doing Good, IESE Barcelona

[Doing Well and Doing Good](#) (DWDG) is a yearly event which began in 2001 under the leadership of IESE Barcelona MBA students. DWDG conference is a great opportunity to gather students from the world's top business schools together with practitioners sharing their visions, results and challenges in combining successful businesses and positive impact for society.

For those of us studying for the new Cranfield [MSc in Management and Corporate Sustainability](#), this event seemed an unmissable chance to hear first hand testimonies from professionals in sustainable organisations.

The timing for this event was also rather fortunate, following two key modules of the MSc: Managing Corporate Sustainability and Strategic Management. These classes gave us an essential framework to reflect on and build upon the issues discussed during the DWDG conference, which 2015 theme was “**What is responsible business?**”

The cohort of students composing the MSc in Management and Corporate Sustainability comes from a variety of backgrounds, seeing the question of responsible business from different viewpoints. While some of my colleagues choose to join this course to apply it to the hospitality or finance sectors, or to the procurement, communication or logistic functions, my driver to join Cranfield and explore CSR was my background in international rural development, poverty alleviation and nature conservation issues.

With regard to my personal interest, I find it particularly interesting when personalities with a strong business background have addressed these issues, developing successful and profitable organisations, which also generate positive social and environmental impacts. Beyond theory, such people are for me a powerful way to promote sustainable business.

And it seems that students still need to be convinced of the attractiveness of responsible business, as [the most attractive employers for business students](#) are not all particularly known for their outstanding responsibility.

I am sure some of the responsible business “ambassadors” presenting in Barcelona converted some potentially reluctant business students that doing well **AND** doing good is not a utopia.

The example of Patagonia, represented at IESE by Ms. Jill Dumain, is a striking one, with a whole business model built around the idea of producing high quality products in a responsible way. Being myself a big fan and customer of this brand, with [Patagonia founder's professional autobiography](#) as a bedside book for years, I was in no need to be convinced by the power of their model. But at such an event, Patagonia needed to be present, as a pioneer and leading responsible company.

While Patagonia is a convincing example of a company doing well and doing good, what I appreciated at DWDG is the capacity of some people to capture their audience.

Olivier Kayser, [founder of Hystra](#), a consulting company focusing on “hybrid strategies” to develop and scale up social business initiatives, was a great inspiration. Before founding Hystra, Mr. Kayser was a key player in developing [Ashoka](#) in France and the UK. The fact that such an individual, graduating from HEC and spending 18 years as a McKinsey partner, decided to switch career toward social entrepreneurship is a powerful sign that the business world is evolving toward a new paradigm. His speech about the business opportunities at the bottom of the pyramid was a compelling example showing today's blurred lines between making profit and doing social good.

The career change of Olivier Kayser, from traditional business background to organisations with greater impact for society, seemed to be a quite common pattern for the DWDG speakers, and an efficient way to convince students to look at alternative career options.

For example, during the workshop on career opportunities in the international development sector, one of the speakers was the programme director for the NGO [TechnoServe](#), Ineke van der Weijden. With an MBA and 10 years of experience in management consulting, her path diverged to this organisation focusing on business solutions to fight poverty where she has been working successfully for more than 3 years.

Former business students speaking about responsible business as a rewarding career evolution is an efficient way to convince potentially sceptical current students. However, eloquence, humour and powerful examples of success are also persuasive. The closing talk from [Liam Black](#), one of the most recognised British social entrepreneurs, was a brilliant way to conclude this conference, talking with talent and simplicity about his experience as a social entrepreneur, and now, as a part of the board of [impact investment funds](#).

The examples cited above were to me key, as potential mind changers for business students, and confirmed my choice of focusing on responsible business as a career. But other events during the DGDW event were also stimulating and gave us opportunities to engage more directly with the speakers and the audience. The business

simulation led by [Impact on Integrity](#) was particularly exciting, while the panels on partnership for responsible business and on the role of journalism in sustainability were also provided alternative points of view on the questions of sustainability in business.

Cranfield students have been attending the DWDG since the event's early days, and I feel that it will become an important step for the next generation of students from the MSc in Management and Corporate Sustainability. With ground-breaking initiatives illustrating the frameworks we learn during our course at Cranfield, and a chance to get a bit of sun at the end of the long British winter, I am sure next year's students will agree with me.

I am very grateful to the Doughty Centre for Corporate Responsibility and to Cranfield alumnus Leo Della-Moretta who supported me to attend this event. This will remain one of the highlights of my year as a student and a valuable opportunity to expand my network and horizons in the responsible business sector.

