

Why 'doing good' is good business

Presented by Robert Goodliffe

Managing Partner, ClarkeHopkinsClarke

Clarke
Hopkins
Clarke

The Golden Circle

Simon Sinek



The Golden Circle

Simon Sinek

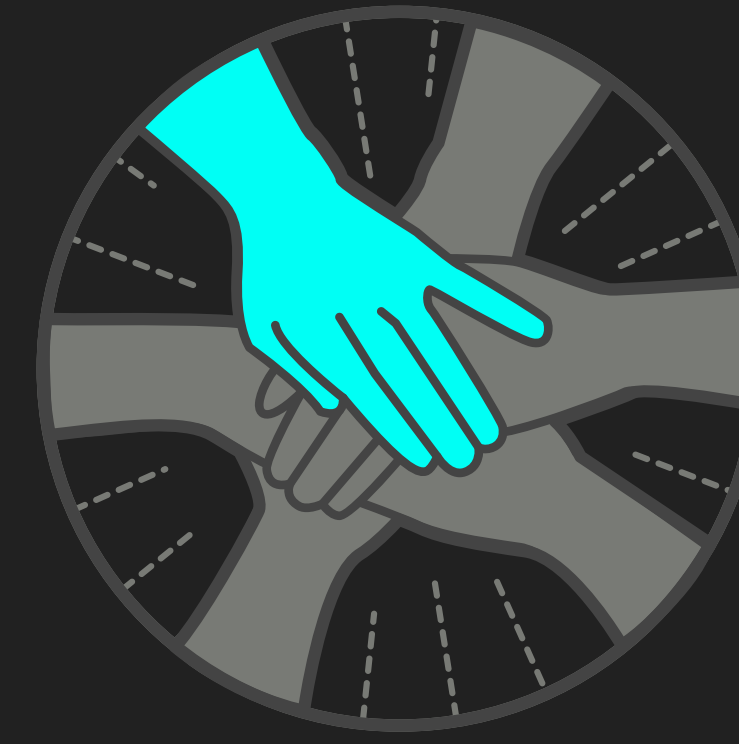




Values



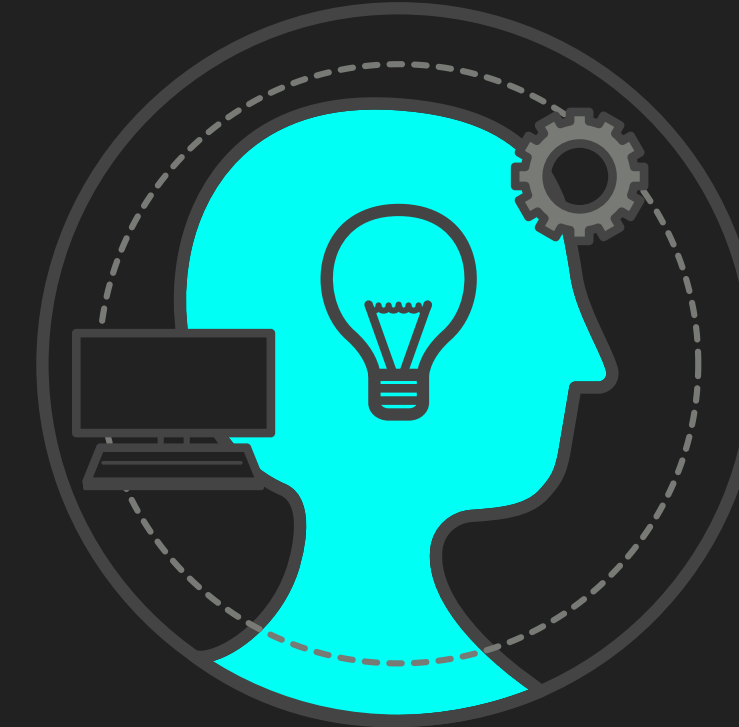
We are custodians
of a legacy



Our diversity
is our strength



We seek
partnership



We always ask,
why?

Impact Tomorrow

We design to change the world, one project at a time. We use our expertise as architects, interior designers and urban designers to build environments that meet communities' needs today and seize opportunities to positively impact tomorrow.





The Golden Circle

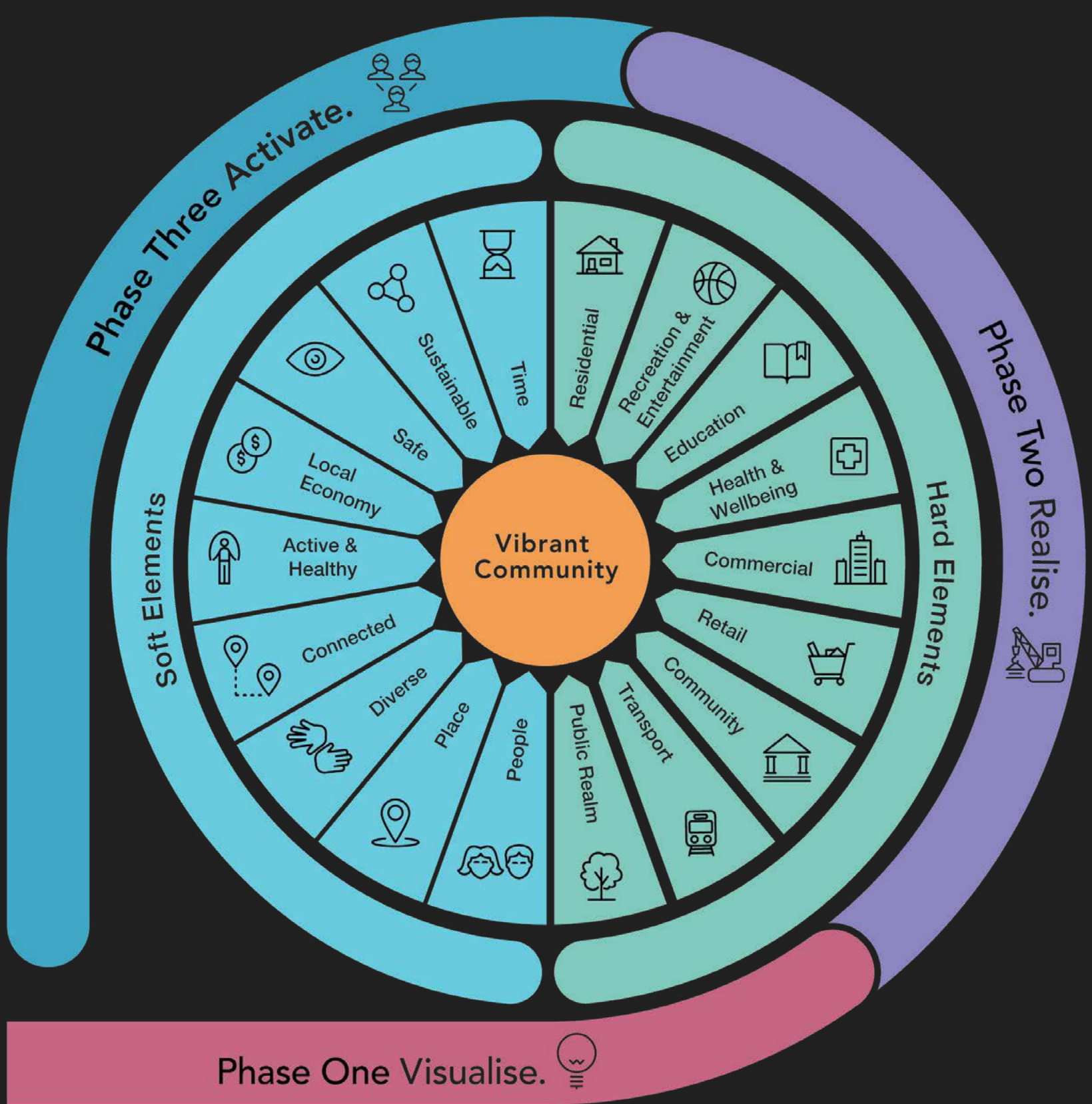
Simon Sinek



*"First life then
places then
buildings, the
other way
around never
works"*
- Jan Gehl



Our mission
is to 'create
vibrant
communities'





ARCHITECTS WITHOUT FRONTIERS



Design Futures Council





B Corps are businesses that meet the highest verified standards of social and environmental performance, transparency, and accountability.





2,788
B CORPS
GLOBALLY



HOW 
#01
LARGEST
ARCHITECTURE
PRACTICE
GLOBALLY

Certified

Corporation



94.9
B IMPACT
SCORE



The Golden Circle

Simon Sinek



Like-minded
clients

WHAT



Supporting pro bono work



Impact Opportunities



Shift in
perspective



Shift in perspective

WHAT



Shift in
perspective



Culture



*“That’s the beautiful symmetry
of human society; we need
communities and they need us.”*

- Hugh MacKay

Thank you



ClarkeHopkinsClarke
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