Shared Value Leaders of the Future

Gary Cohen, Executive Vice President, Global Health and President, BD Foundation

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BD Shared Value Progression

Company founding 1897
First sterile disposable medical device 1952
Public offering to finance transition to sterile devices 1962
Strategies to protect health workers and children 1988
Formation of BD Global Health function 2004
Shared value strategy in emerging markets 2008
First leadership training on shared value creation 2013
Shared value embedded in company strategy 2015+

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Characteristics of Shared Value Leaders

Shared Value Leaders…

• Are highly ambitious, within and beyond career pursuits
• Are motivated by the opportunity to address societal needs
• Naturally collaborate with and learn from external experts and leaders
• Are known and respected within and beyond their own organization
• Balance and integrate internal and external priorities
• Do not view long term goals and short term success as being in conflict
• Are more oriented to size of an unmet need than size of current market
• Will ‘push the envelope’ in an organization
• Define success by achieving both company and societal goals
• Attract millennial and younger generation workforces to purpose-driven companies
Rutgers Institute for Corporate Social Innovation

- Educates future and present business leaders on integrating social impact in their organization’s purpose, strategy and culture
- Develops leading-edge business school curriculum based on tenants of shared value, sustainability and social innovation
- Foundational MBA course launches in Fall 2019
- Will expand into business school curriculum and executive education
- Mobilizing events that stimulate cross-sector engagement to address societal needs through sustainable business models
- Presently recruiting for executive director position [https://jobs.rutgers.edu/postings/88666](https://jobs.rutgers.edu/postings/88666)
- Engaging partners to advance goals and best practices