

Profit with Purpose: The Importance of Integrating Doing Good and Doing Well into Business

Gabriel Tan | Chief Executive Officer

GUAVA

United Nations Sustainable Development Goals (SDG) Pioneer for Circular Economy

Synopsis

Traditionally, businesses have been focused solely on profit and growth, often at the expense of social and environmental concerns. However, there is a growing recognition that businesses have a responsibility to contribute to the greater good and to operate in a sustainable and ethical manner.

According to Harvard Business School: "You can't use business to do good in the world if you're not doing well financially. Doing well and doing good are intertwined, and successful business strategies include both." Integrating "doing good and doing well" into business can have many benefits. It can enhance a company's reputation, build customer loyalty, attract top talent, and even drive innovation and cost savings. By aligning business goals with social and environmental values, companies can create long-term value for themselves and for society as a whole.

In this talk, Gabriel will share the concept of "doing good and doing well" and its importance in modern business practices. He will also be sharing some real-world examples that demonstrate how a company can successfully incorporate these practices into operations and achieve positive results. By prioritizing social and environmental responsibility alongside profitability, companies can create a more sustainable and equitable future for themselves and for society as a whole.

Speaker's Biography

An unshakeable optimist who believes in business as a force for good through long term sustainable value creation, innovation and collaboration, Gabriel is the CEO of GUAVA Amenities and the United Nations Sustainable Development Goals (SDG) Pioneer for Circular Economy.

Gabriel is passionate about sustainability, innovation, and personal development. He is regularly invited to speak at the United Nations, international forums, high level dialogues and roundtables with Head of States, Head of Governments, Ministers and Ambassadors.

He contributes leadership articles on Forbes, featured on media outlets such as Newsweek, Forbes, Global Tourism Plastic Initiative, The Straits Times, Business Times, and frequently invited to speak at leading universities such as NUS, RMIT, SMU, UCD.



24 March 2023 | 6.30 PM
Online Seminar (via Zoom)

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ABOUT THE MEM PROGRAMME

The Master of Science (Environmental Management) (MEM) programme is a multi-disciplinary integrated programme offered jointly by eight faculties and schools in the National University of Singapore (NUS), demonstrating its broadbased approach to education in the field of the environment. It is hosted by CDE currently.

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