

Family Business Perspectives on Responsible Ownership

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Wenn Persönlichkeit Geschichte schreibt

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«Businesses have to change their way of operating - they need to become net-contributors to society. We should give back more than we take. Businesses are part of the solution, not the problem.» *André Hoffmann at TEDxHSG 2019*

There is a vivid discussion culture when it comes to subjects like corporate social responsibility, sustainability or other topics related to the impacts that businesses have on their environment. Often, the focus of these discussions lies on solutions and guidelines that business executives should follow in order to contribute to their society. But what about the owners of those companies? Why do we treat them as they carry no responsibility for their businesses' actions and as if the line of responsibility ends with top management?

André Hoffmann takes a different stance in his key note speech and explains his own view on responsible ownership from a family business perspective.



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