

LEADERS

“We should all be concerned about the future because we have to spend the rest of our lives there.”
- Francis Kettering



On the Cover

Corporate social responsibility is not a new idea, but it is one that is spreading swiftly throughout the business community throughout the world, as companies and their shareholders recognize the value such “investment” can deliver.

“Philanthropy is not just about money; it’s about using your brains, your passion, your time, and your energy to make things better,” asserts Sanford Weill, Chairman

Emeritus of Citigroup Inc., encapsulating the spirit of our special section “Investing in Society,” which begins on page 12. Like many of his fellow leaders who share their thoughts on this topic, Weill’s substantial contribution to his community is in areas of special personal interest to him: education, the arts, and medical science.

Health and education are the main interests of ExxonMobil’s philanthropic activities, reports Chairman and CEO Rex Tillerson, outlining his company’s significant contributions to improving health and educational opportunities for people in Africa. Other leaders, including Verizon Communications Chairman and CEO Ivan Seidenberg, C. V. Starr & Co. Chairman and CEO Maurice Greenberg, Time Warner Inc. Chairman and CEO Richard Parsons, KeySpan Corporation Chairman and CEO Robert Catell, and the NBA’s Commissioner David Stern, place the emphasis very firmly on their local communities, making a difference in areas as diverse as literacy and the environment.

In all such activities, the role of leadership in motivating employees is undeniable, believes Zurich Financial Services Group CEO James Schiro, noting that leaders “need to be sincere” about their own efforts, and “maintain a relentless focus.” This sentiment is echoed by Chairman, President, and CEO Terry McGraw, who maintains that each executive in The McGraw-Hill Companies “has a leadership role to play in setting the agenda and reaffirming the importance of community involvement.”

Donald Trump balances a full plate of responsibilities ranging from his chairmanship of the Donald J. Trump Foundation, to his commitments to TV and his real estate empire, to his family and one-year-old son. Trump offers his secret to maintaining his constantly full schedule as he explains, “Frankly, I don’t really enjoy a vacation as much as what I am doing.” The interview with Trump starts on page 92.

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