



# How to square your impact, with François Ortalo-Magné

*What we do in life ripples in eternity  
– Marcus Aurelius*

*We had this sentence in the school that, 'we want to have a profound impact on the way the world does business.' But as I was talking with alumni around the world I thought, no, wait a minute - this is too short...we want to have a profound impact on the way the world does business, but also on the way business impacts the world.*

*Impact on the way business impacts the world. Impact on impact: impact squared.*

**Squaring your impact is possible – indeed, is incumbent – on all of us as we face a century of crisis and opportunity. Here's how.**



*We launched Season 2 of Conversations on Climate with a very special guest: **the Dean of London Business School, François Ortalo-Magné**. He is transforming the school for the 21st century by building upon its long history of impact. This is what he calls 'impact squared':*

## FOUR WAYS TO SQUARE YOUR IMPACT:

1. Teaching and mentoring: how do you shape the next generation of leaders in your organisation or community?
2. Values broadcasting: are your mission and values explicit and clear to your stakeholders, from customers to suppliers? Influence thrives through clarity and confidence
3. Always be signalling: every decision you make sends a message that drives second-order behaviour. Treat all spending as 'voting' for the business models and practises you want to ripple out into the wider world.
4. Become an impact champion: this isn't about your own glory, but promoting the best practises you see around you. Lift up others and leverage your networks to promote high-impact individuals you admire.

**To find out more transforming impact through top-level leadership, listen to François Ortalo-Magné's full *Conversations on Climate* episode [here](#).**