

BBBA board,

To kick off my application to join the BBBA board this year, I would like to start with a story.

A few years back, I had the honour of meeting an inspirational man called Mac Macartney and he talked about his work in the business world, Where he would walk into the boardrooms of large corporates and ask the question:

What are you doing in your businesses today, that will support the children 7 generations from now?

It's a powerful question and one that inspired me to take my 30 years plus advertising and marketing experience and use it to help businesses and brands, take a closer look at how they impact the people that work for them, how they impact their consumers and how what they do impacts the finite resources the world has left.

I do this because experience has taught me that when a business does shift authentically in this direction, they not only benefit from happier workforces and happier customers, it absolutely provides an upturn in growth.

That is my work today, helping businesses understand how good business, can also be a force for good.

I would love the opportunity to support the BBBA and its members in the area of sustainable business, help demystify things like ESG, create community-based projects, that drive better behaviours, help businesses understand how to communicate around ESG initiatives and avoid green washing and generally help businesses, turn a subject that may be perceived as a burden into something that is brilliant for their business.

As you may have guessed by now, I am passionate about this subject, I am passionate about people and helping them win and I am passionate about the children 7 generations from now and what business can do today to support them.

Should I get your vote, I would bring my full bouncy creative energy, my eternal optimism, and my tenacity to create change and use it to help the BBBA continue to thrive.

My email is barry@daretocaremore.com please don't hesitate to drop me an email if you have any questions.

Warm regards,

Barry Brand