

Corey Smith and Adlai Wertman Talk with Fotis Georgiadis

Corey Smith, VP of Diversity & Inclusion LVMH North America. Adlai Wertman, David C. Bohnett Prof of Social Entrepreneurship at the Univ of So. Cal.

GREENWICH, CT, USA, July 13, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

As the world continues to see uncertainty with COVID-19, hesitating with the corporate marketing component could put you behind your competitors. Reach out to Fotis Georgiadis to get rolling now, building a stronger image and brand recognition. Below are two recent client interview excerpts:



Corey Smith, Vice President of Diversity and Inclusion LVMH North America

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Can you articulate to our readers five ways that increased diversity can help a company's bottom line. (Please share a story or example for each.)

It's important to note that diversity on its own doesn't impact the bottom line. It is the inclusion of diverse voices and ideas that help a company improve and increase profit.

By having diverse backgrounds, experiences, cultures,

languages, and skill sets present in the decision-making process, you introduce cognitive diversity as well. With this diversity of thought, you inherently breed innovation because it eliminates homogeneous thinking, which can be a barrier to future relevancy.

When people feel valued as a welcomed contributor to an organization, they stay at that company which can lead to high retention rates contributing to efficiency and increased productivity.

When people are allowed to bring their full and best selves to work, they perform better, again increasing productivity and innovative thinking.

Diverse suppliers as a part of your supply chain actually help mitigate internal costs which also increases profit, either through supply chain competition which drives down cost or through innovation and efficiency in their processes.

An organization's ability to increase market share or create market differentiation from competitors is directly tied to the ability to speak authentically and resonate to that market. Having diversity internally helps achieve that.

What advice would you give to other business leaders to help their employees to thrive?

As a leader you have to be empathetic and culturally agile and must value diversity. You have to know that "difference" is a value-add, not "less than." When employees feel as if their unique characteristics and skill sets are valued by the organization, they will perform better. That enhanced performance is what drives the business forward.

[The full interview is available here](#)



Adlai Wertman, David C. Bohnett Professor of Social Entrepreneurship at the University of Southern California's Marshall School of Business

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What are your "5 Things I Wish Someone Told Me Before I Started" and why.

As far as what I wish I knew before I started the Brittingham Social Enterprise Lab and the MSSE program programs at USC:

I wish I knew how complex a large university is. I remember thinking, "Hey, I worked for major investment banks—I understand large organizations." But academia is a world unto itself.

I wish I knew what everyone else's jobs were. I remember asking my dean to explain his job. He told me that it was like being a football coach, except your own team (faculty) can tackle you!

I wish I knew the USC Fight song before I showed up on campus. I studied in schools with no real "school spirit." At USC—you will quickly learn how to say, "fight on!"

I wish I knew that the Trojan Family is a real thing. I was in a student orientation at our Marshall School of Business where the students were told, "If you reach out to ten USC Trojan graduates through LinkedIn, nine will answer right away—and the tenth, send us their name."

I wish I knew how much the world needed the best and the brightest to take on the hardest challenges. If society keeps measuring success solely by personal wealth, we will never attract the people we need to save the world. And unfortunately, the world needs saving.

Can you share with our readers what you think are the most important "success habits" or "success mindsets"?

There is absolutely no replacement for hard work—none!

Have personal goals—not just for your own personal career growth—but for what impact you want to make.

Let those goals be your north star.

When you are facing a big decision, go back to your goals and ask yourself, "Is this bringing me closer to meeting my goals? Does it align with my north star?" If it doesn't, move on.

Some very well-known VCs read this column. If you had 60 seconds to make a pitch to a VC, what would you say? He or she might just see this if we tag them ☐

VC's need to realize that when an entrepreneur wants to make a social impact, they are not your traditional businessperson. They need to realize that these are dedicated individuals deeply vested in the success of their business because of both their social and their financial missions. Profit is a great motivator. But profit plus social impact is an even greater one.

[Complete reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: fg@fotisgeorgiadis.com

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: <https://twitter.com/FotisGeorgiadi3> @FotisGeorgiadi3

Fotis Georgiadis

fotisgeorgiadis.com

+1 203-983-1234

[email us here](#)

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