

lisa wise



Author of Self-Elected | Social Justice Entrepreneur | Real Estate Industry Expert

Book Description

A just company creates a win-win in business.

The bottomline seems to be the primary indicator of success for many businesses. However, lisa wise has not just learned but implemented, first-hand, the truth that businesses and business leaders who redefine business success—adjusting their focus away from profit and onto their people and those in their communities—see business soar.

Self-Elected is lisa's personal testament to the power of abundance and the profitable outcomes that occur when business leaders embrace social entrepreneurship, investing in their people, in their communities and in causes that matter to them and their customers.

Part memoir, part business guide, and part manifesto, *Self-Elected* invites readers to explore the convergence of social justice and profit and uncover the secret sauce to business success—and it is people. People connect with people. People buy from people. People have the opportunity to serve people.



Book Description

She knows because she's lived it and built a business from it.

lisa shares her deeply personal story about being a child left behind and how that beginning, coupled with an intuitive knack for entrepreneurship, evolved into an intense desire to build security for herself and others. This work is both personal and practical in nature, providing budding entrepreneurs and those who want to revisit their business models with concrete recommendations for centering their companies in justice without ceding profits. It includes an array of research and case studies to build a compelling argument that prioritizing people and place is the truest path not only to financial success, but to a more equitable and just society.

Self-Elected is the story of how one woman who grew up with housing insecurity went on to build a thriving family of property management companies, all while flipping the traditional scarcity-based business model on its head.

The old way of tackling business isn't the only way, and it may not be the best way. Customers utilize their purchasing power to align with companies that are in lockstep with their personal values. Proactively and consistently communicating a company's values—and actively living them out in not just how their business interacts with its customers but also, and more importantly, with its employees—is a business' differentiator.

To stand out requires businesses to stand up for social justice, and in doing so, their customers, their teams and their communities will be on board, supporting and investing along the way. Businesses have a corporate social responsibility and a charge to make a difference for the greater good.

Don't look for the change; become it.

The spirit of *Self-Elected* and the cornerstone of lisa's book is the humbling and empowering realization that we shouldn't wait for things to change. Instead, we should step into our own power to make change happen when and where it can. In businesses specifically, leaders have the opportunity to focus on what is possible rather than what is, and in the process, create companies that are win-win for all.

Stop waiting. Stop looking. The answer isn't out there; it's inside each person. It's time to self-elect.