

# Inspiring Awareness, Interest, Sensitivity, and Advocacy (AISA) – An Optimal Path for Mentoring Future Business Leaders towards a Common Good

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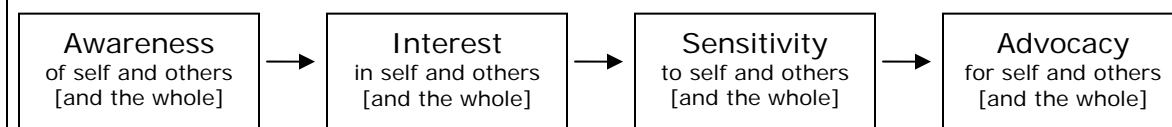
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## ***Abstract***

This paper advances a general hypotheses, based on the management, social psychology, and culture literatures, that future business leaders can be mentored along an optimal path that would make them more aware of, interested in, and sensitive to, and advocating for the concept of a common good. This theoretical model of awareness, interest, sensitivity, and advocacy (AISA), suggests that individuals can be inspired to become champions for the *common good* through experience oriented paths. These paths would essentially expose the individuals to a variety of other people, places, and things that collectively comprise the social commonality, including but not limited to the corporate and the consumer communities. As current and future business leaders are fostered by the principles of AISA, they may become more inspired, effectual proponents for the common good.

**Figure 1: Conceptual Model of Awareness, Interest, Sensitivity, and Advocacy (AISA)**



The AISA model can be reasoned rather intuitively: Awareness may yield interest. Interest may yield sensitivity. Sensitivity may yield advocacy. Advocacy may yield consciousness, defense, or even, vigorous advancement of ideals necessary to maintain the common good among fellow business leaders, corporate stakeholders, and relevant publics within the surrounding community.

The key elements of this conceptual model outline the milestones or personal objectives towards which business leaders, present and forthcoming, should aspire. In addition, this model serves a simple blueprint for mentors, educators, colleagues, and others to help nurture the inspiration of those leaders among them.

## ***Organizational Context***

While the *stakeholder concept* and *common good principle* are not new to business practitioners, scholars, or students, there is arguably little persistent, nurtured attention given to developing sensitivities thereto. This paper and model seeks to address this problem.

Organizations are, in large part, reflections of the value systems practiced and espoused by senior management. These values systems are reflections of one's cultural development – a sum of experience, exposure, and education. Consequently, as firms seek to improve their sensitivities to their internal and external stakeholders, they must focus on balancing functional expertise with relational expertise. The AISA model could help business leaders develop or enhance their consciousness, literacy, and effect in matters related to the common good. As a result, they would be better prepared to act proactively in the interest of the common good, whether preemptively or reactively.

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