



March 30, 2023

Philanthropy

FEATURE ARTICLE

Written by: David Stevens, Director of Business Development

For the greater good.

When most people think of philanthropy, they think of charitably donating money to non-profit causes. While charitable donations are certainly part of philanthropy, it is far from a comprehensive characterization of the term. At its core, philanthropy is about selflessness, consideration, and a focus on the welfare of others. Originating in early 17th century Greek, philanthropy is a combination of two Latin terms: *philein* 'to love' and *anthrōpos* 'humanity'.

From a very early age my parents instilled in me the importance of giving back. One of the most prominent lessons they imparted was that support comes in many forms, not just monetarily. Believe it or not, this familial philanthropy played a central role in landing my current position at Clientek. My first introduction to the organization came through the mutual support of a local non-profit.

Clientek places an emphasis on philanthropy, and this organizational trait extends well beyond our commitment to donate 5 percent of our net income to local charities. It's a matter of how we treat our people and clients. Throughout my 6 years of employment here, I have come to recognize the limitless benefits of this philanthropic approach in every aspect of the business.

Approaching regular business activities with philanthropy produces superior results. Here are just a few examples:

- **Communication**

Take the time to consider your audience. Having compassion for differing perspectives is crucial for thoughtful communication. Place yourself on the other side of the table. What information is most important? What is required for success? What will allow you to perform at your best?

- **Planning**

As a project-based software development firm, we spend a significant amount of time creating and adjusting plans. We must recognize the objectives of our clients, while balancing the wellbeing of our teams. Successful planning necessitates a regular assessment of project stakeholders to ensure our plan is maximizing the welfare of all parties.

- **Decision-making**

It can be difficult to keep selfishness out of the decision-making process. In every decision, there are going to be tradeoffs. We are naturally inclined to think in terms of our own benefit. However, a failure to consider all perspectives can make it difficult to gain support. Consideration of those affected by your choice is the difference between a good decision and a great one.

Being a philanthropist isn't about the money you give or time you spend, it's about keeping those around you at the forefront of your thoughts and actions.

Improve yourself by improving others.

CONTACT US

