

Back in 2004, *BusinessWeek* called John “a dean of the corporate responsibility movement for three decades.” In 2008, *The Evening Standard* named him among the ‘1000 Most Influential People’ in London, describing him as “a true green business guru,” and as “an evangelist for corporate social and environmental responsibility long before it was fashionable.” And in 2009, a CSR International survey of the Top 100 CSR leaders placed John fourth: after Al Gore, Barack Obama and the late Anita Roddick of the Body Shop, and alongside Muhammad Yunus of the Grameen Bank¹.

But what does he actually **do**? Here are ten roles he plays:

1. **Advisor:** He has been – and remains - a member of [Advisory Boards and Groups](#) for over 60 organisations, spanning business, government and civil society.
2. **Advocate:** He champions emerging agendas, among them the environment, sustainability and social innovation and entrepreneurship.
3. **Author:** He is author or co-author of [19 books](#), the latest being [The Breakthrough Challenge: 10 Ways to Connect Today's Profits with Tomorrow's Bottom Line](#), co-authored with former PUMA CEO Jochen Zeitz. And of over 50 published reports.
4. **Babelfish:** He helps bridge the divides with new language and concepts, notably the [triple bottom line](#) (20 years old this year) and ‘[zeronauts](#)’.
5. **Consultant:** He has run successful projects for scores of leading [clients](#).
6. **Director:** He has been a director of successful businesses and organizations, and of one social enterprise that failed. Currently, Executive Chairman of [Volans](#).
7. **Editor:** He has edited a series of publications, among them [The ENDS Report](#), from 1978 to 1983, *Earthlife News* (in the mid-1980s) and *Biotechnology Bulletin* (for 15 years from 1983).
8. **Journalist:** He has written many hundreds of [articles](#) and continues to be published and quoted in a wide range of media.
9. **Professor:** He is a Visiting Professor at the [Doughty Centre for Corporate Responsibility/Cranfield University](#), [Imperial College](#) and [UCL](#).
10. **Speaker:** He has [given](#) over 1,000 [speeches](#) ranging from the World Economic Forum and company Board meetings through to major industry events. Continues to travel all over the world to speak on sustainability, innovation, entrepreneurship, and ‘tomorrow’s bottom line’. See events listing [here](#).

¹ As one indicator of impact, he has received [awards](#) from, among others, the American Society for Quality, the Winston Churchill Memorial Trust, *Fast Company*, the Rockefeller Foundation, the Skoll Foundation for Social Entrepreneurship, the Sustainability Hall of Fame, UCL, and the United Nations. He was also recently awarded an [honorary doctorate](#) by The University of Essex.