Atlanta Lions Club

Speaker: Ramona Houston, PhD, PMP

**Title:**

“Propelling Social Impact!: The Power of Social Responsibility”

**Blurb:**

In this webinar “Propelling Social Impact!: The Power of Social Responsibility,” Ramona Houston, PhD, PMP, explains the value of businesses and professionals embracing social responsibility. *Social responsibility* is the business practice of contributing to the well-being of society. According to Ramona, businesses and professionals have a special role in advancing society; moreover, there is a business case for doing so. In this webinar Ramona briefly reviews the historical development of social responsibility and then comprehensively examines its principles and practices. According to Ramona social responsibility has become an essential strategy for businesses and professionals. As a result of this webinar, participants will learn the value of designing and implementing a business and professional social impact strategy, and, hopefully, move their communities purposefully forward by not only making money but also making a social impact! Powerful indeed!!!

**About**

Ramona Houston, Ph.D., PMP, enjoys a multifaceted career as a scholar, social impact strategist, and speaker. African American/Latino relations, social responsibility and higher education are the principal spheres of her work.

An American historian, Ramona specializes in 20th century American history, civil rights and race relations, specifically its African American and Mexican American dimensions.

A Project Management Professional (PMP), Ramona is also Founder and Chief Strategist of [Kaliráh Strategies](https://ramonahouston.com/kalirah-strategies/), a boutique firm that helps business enterprises, professional athletes and entertainers, who embrace social responsibility, to design and execute their social impact vision.  Ramona is proud of the results. Kaliráh Strategies helps clients to advance the social causes they believe in, strengthen their community, enhance their brand, and, most importantly, enrich their legacy. Ultimately, Kalirah Strategies enables clients to focus on what they do best—creating their legacy on the field, while Kaliráh Strategies creates their legacy off the field.

Whether she is producing scholarship, coordinating social impact projects, or speaking, Ramona seeks to fulfill her professional mission of “Inspiring minds, empowering communities, making social impact and transforming the world.”

To contact or learn more about Ramona Houston, visit her website, [www.ramonahouston.com](http://www.ramonahouston.com).