



HERO FORUM²⁰²³
Doing Well by Doing Good:
How Responsible Organizations are
Addressing Societal Challenges

David Ballard, PsyD, MBA, Director of Forum Programming, Shares HERO Forum23 Insight in Video Interviews



Senior Fellow, David W. Ballard, PsyD, MBA. Dr. Ballard recently gave two brief video interviews where he provides helpful insight on what attendees can expect at HERO Forum23, which will be held September 27-29 in Salt Lake City, with a theme of “Doing Well by Doing Good: How Responsible Organizations are Addressing Societal Challenges.” Dr. Ballard also shares how HERO Forum23 will be different from past HERO Forums and why this year’s theme is particularly relevant and resonant.

[ESG and Well-being Interview](#)

In this interview, Dr. Ballard shares why he believes this year’s theme is particularly relevant and resonant, noting how workplace health and well-being efforts align with critical issues such as conserving natural resources and renewable energy as well as topics like promoting diversity, equity, and inclusion and engaging in fair labor practices. “These are not political issues,” says Ballard. “They are real issues that every organization is dealing with, and the health and well-being elements in these organizations are critical to success. It’s time for us to step up and take a bigger role and be at the table.”

[General Session Interview](#)

According to Dr. Ballard, the HERO Forum23 General Session will feature fewer talking heads and sequential presentations with more facilitated, fast-paced panels that address a range of topics aligned with this year’s theme and how we can work together to advance it. Dr. Ballard even gleefully hints at an “element of danger” in the updated format.

What superHERO do you identify with and why?

I think I would go with Batman, and I think the reason for that is he's actually just a normal human. Batman doesn't have super powers, but if you look at how Batman functions, he studies and trains and he's a resourceful problem solver. He uses tools, and then I think he's just really determined and persistent and relentless. Stubborn, some people might say, but he plans and then puts

something into action. That's something that resonates with me. He also has the Wayne Foundation and addresses social issues through that front. Finally, he's kind of dark and reclusive too, and that's a piece of my personality as well.