

Voluntās

Realizing Human Potential

Voluntās was created from the fundamental belief that all human beings have the inherent right to live a meaningful life. That is why we exist: To realize human potential in all corridors of life – making every workplace, community, and country on the planet full of hope and dignity.

Founded in Denmark in 2015, Voluntās is the first company in the world to systematically explore and measure meaningfulness. For us, the value of money and impact depends on how it is earned and achieved. We strive to pave the way for a humanistic capitalism where every economic, societal, or technological gain equals greater freedom for humans to pursue their potential. To democratize this philosophy, we want to build a new, human-centered metric. A global meaningfulness baseline to constantly challenge the truths about what constitutes a good life and a viable civilization.

Philosophers by heart and advisors by profession, we use our insights to provide evidence-based inspiration, tools, and recommendations for our partners around the world. We advise international organizations, companies, investors, foundations, and NGOs on how to drive a meaningful change in societies and organizations. We study social cohesion and peacebuilding in fragile states. We assess leadership and ethics in modern corporations. We facilitate private-public partnerships and collaboration in every sector. All to understand humans and what drives meaning in their lives.

In our laboratory for applied philosophy, we want to unite all our people and disciplines in one beautiful mosaic of cultures. A living fabric that constantly seeks to make sense of how we make more lives more meaningful. Finding the good in all contexts to reproduce it. Finding the limitations to remove them. Together in this pursuit, we are guided by our four fundamental virtues:



Self-awareness above Self-confidence:

For us, believing in yourself is only half as powerful as knowing yourself.



Aspirations and Hard Work above Good Intentions:

Everything starts with a dream, but we believe in diligence and determination to make a beautiful impact.



Honesty above Compassion:

We pursue professional intimacy in every relation based on truthfulness and integrity, leaving no false truth uncontested.



Facts above Assumptions:

We are powered by passion, but we believe in evidence and expertise to steward our decisions.

Together with world-leading organizations, entrepreneurs, researchers, and policymakers, we are charting a path towards a humanistic capitalism. An economic system that in its goals, means, and justification puts a demand not just on what we do, but how and why we do it. In Voluntās, we want to give a voice to everyone we touch, whether they are facing barriers in the form of poor leadership, unhealthy culture, or in the form of conflict, poverty, climate change, or dysfunctional governance. For this, we hold ourselves accountable.

In all our interactions, we aspire to nurture self-awareness, remind people of their worth, and unlock their self-respect. This is a precondition for leading a life filled with dignity and hope. Ultimately, we want to assist every heroic attempt to realize human potential – also when it requires being a little Icarus. We do this for the colleagues in organizations, the citizens in societies, and for all us children of our blue planet.