



SOCIAL IMPACT PLATFORM

WHAT ARE YOUR EMPLOYEES THINKING?

A SOCIAL IMPACT CULTURE ROADMAP GIVES YOU DATA AND INSIGHTS TO CONNECT "DOING GOOD" WITH BUSINESS RESULTS.

The Social Impact Culture Roadmap gives you more power to

- **improve employee productivity**
- **increase recruiting success**
- **boost retention**

Every company has a Social Impact Culture Type that influences the success of its employee engagement strategies. Your success depends on how well your strategy syncs up with the Social Impact Personality Types of your employee population, captured in the aggregate through the Social Impact Culture Type diagnostic.

Understanding your Social Impact Culture Type is the key to connecting social impact activities to results, such as improved recruiting success, talent retention, and workplace productivity.

RESEARCH-BASED



Social Impact Platform tools are based on a five-year research study, documented in Do Good, Feel Better, now available in paperback.

ROI CASE STUDY

Publicly-traded company with 50 employees

Staff time - \$5,000 savings

- Estimated average of \$10,000 annual staff costs (10 - 25% FTE typically dedicated to charitable giving-related administration)
- Social Impact Culture Roadmap cuts time in half

Culture-building tools - \$10,000 savings

- Corporate giving is hard to link to culture-building without a data-driven tool
- Estimated \$10,000 minimum spent annually on employee development and culture-building activities that receive disappointing response

Optimize charitable giving - \$7,500 savings

- Eliminate \$5,000 - \$10,000 of spend on charitable contributions, especially event tables that are difficult to fill

YOUR SOCIAL IMPACT CULTURE ROADMAP

Your Social Impact Culture Roadmap includes four modules delivered over a 30-day period

SOCIAL IMPACT SURVEY



Through the online Social Impact Survey, our team will identify your current “Social Impact Culture Type,” based on the perspectives of your employees.

SOCIAL IMPACT STORY



Based on the Social Impact Inventory data and Social Impact Culture Type diagnostic, we will create a “Social Impact Story,” consisting of key messages that you can use to weave social impact into your existing employee communications platform. Examples of message deployment opportunities include:

- Website pages pertaining to employee culture, corporate values, and employment opportunities
- Employee events
- Printed recruiting material
- Press releases, especially those designed to reach potential recruits
- Email newsletters (internal and external)
- Social media
- Social impact-focused talking points for use by the management team to improve retention, recruiting, and productivity
- Signage for the office break room and other common areas

SOCIAL IMPACT INVENTORY

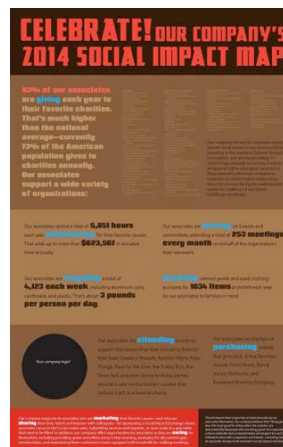


We'll assemble a “Social Impact Inventory,” in the form of a 15-page report summarizing key data points plus an appendix capturing all of the data from the Social Impact Survey.

TIPS FROM THE EXPERTS



Our experts will recommend potential cost savings and growth opportunities, based on your Social Impact Inventory, Social Impact Culture Type, and national best practices for deploying the power of social impact to drive business results.



Sample Infographic poster with survey data.