



# SOCIAL PURPOSE INNOVATORS

Social Purpose Innovators is a unique program developed by the Social Purpose Institute at United Way to help businesses uncover or refine their core societal reason for being.

It is an interactive, cohort-based experience that is designed to guide companies through the journey of determining and articulating their best-fit Social Purpose. The Innovators Lab sessions run as a 10-month peer collaboration of 8 to 10 like-minded, values-based businesses. Here, participants work with each other and expert facilitators through a proven process of research and ideation to develop the company's enduring North Star.

As a visionary leader whose company constantly strives for strong values and integrity, you can steer your company to further success by defining and bringing its Social Purpose to life.

## A RAPIDLY GROWING TREND IN BUSINESS

The evidence is growing: businesses that adopt a Social Purpose at the core of their business model are performing better in terms of market growth, customer value, and employee engagement. Social Purpose is a quickly-emerging business driver — it helps companies stand out from their competitors and opens new opportunities to grow the company.



A Social Purpose equips your company to weather turbulent times and manage the disruptions of a changing world. The Social Purpose guides decision-making, drives competitive advantage, and creates resilience.

TOOLS	BENEFITS	MILESTONES
<p>You will be given a Toolkit with modules to help you conduct research and undertake your planning process.</p>	<p>You will receive advice and support, have opportunities to network, learn from peers, and build your Social Purpose.</p>	<p>You will complete phases of work to help you understand your business better and uncover the right Social Purpose.</p>

# SOCIAL PURPOSE INNOVATORS SCHEDULE

Month 1: Kick-off  
 Month 2: Session 1  
 Month 4: Session 2  
 Month 6: Session 3 and Hot Seat Month 7: Session 4 and Hot Seat  
 Month 9: Completion and Celebration:  
 Receive a Social Purpose Innovators logo to communicate your success in defining your social purpose with the SPI.

## PARTICIPATION INVOLVES:

- CEO/Board level commitment
- Introductory interview with SPI
- Six half-day Virtual Lab sessions
- 10-20 hours of prep work between sessions
- Two consistent, senior level participants
- Fee is reduced for 2021

## ARTICULATE YOUR SOCIAL PURPOSE

### RESEARCH | IDEATE | DEFINE | TEST

#### LAB SESSION 1

RESEARCH: Uncover your company's distinctive strengths, the passions of your key stakeholders, and the societal issues you can have the most impact upon through your core business.

#### LAB SESSION 2

IDEATE: Innovate and refine your Social Purpose options.  
  
 DEFINE: Determine your company's higher calling, frame its revitalized business model and prepare to test your Social Purpose with key audiences on a 'Hot Seat'.

#### LAB SESSIONS 3 & 4

TEST & REFINE: Present your draft Social Purpose to your cohort and a diverse group of community thought leaders and influencers on the 'Hot Seat' for final input and refinement.  
  
 Crowd-source solutions and opportunities to help bring your social purpose to life.

"We were skeptical going into the program as we already had a great track record in social responsibility, but we were hungry to have a more meaningful impact. The Social Purpose Innovators cohort helped us get clear on who we are, what our social impact is, and how we can focus on social purpose to accelerate our business strategy and organizational success."

**Drew Collier, President and CEO, LGM Financial Services, Inc.**

## NEXT STEP: IMPLEMENT YOUR SOCIAL PURPOSE

### PLAN | EMBED | ENGAGE | LEARN

The Social Purpose Institute offers a follow up 1 year cohort-based program to help companies implement their Social Purpose and embed it into everything they do. Consider joining the Social Purpose Implementers to continue with us on the journey to a fully executed Social Purpose.

#### SOCIAL PURPOSE INNOVATORS

The Social Purpose Innovators Program and its Toolkit modules were developed by Coro Strandberg, Social Purpose Advisor to United Way and Mary Ellen Schaafsma, Director of the Social Purpose Institute.

Contact the Social Purpose Institute if you have any comments or questions.

EMAIL: [engage@socialpurpose.ca](mailto:engage@socialpurpose.ca)

TEL: 604.294.8929 ext. 2252

 @socialpurposein

 @socialpurposein

 socialpurpose