



# SOCIAL PURPOSE IMPLEMENTERS

Social Purpose Implementers is a unique program developed by the Social Purpose Institute at United Way to help a business identify the steps to fully implement and live their purpose.

This year-long program is designed for companies that already have a social purpose and wish to participate in a hands-on workshop-based design and innovation lab. The Implementers attend half-day sessions held quarterly, with self-administered homework and projects to be completed by the company in between.

## PARTICIPATION REQUIREMENTS

- One -on-one Q&A Meeting
- CEO/Board level commitment
- Five 4 - hour in -person sessions
- 10 - 20 hours of preparatory work between sessions
- Two consistent, senior level participants
- Fee reduced for 2021

## WALKING THE TALK

The Social Purpose Implementers program is designed to support businesses that have an articulated Social Purpose in integrating that purpose into the business model and embedding it in decision-making and everyday practice.



We know you agree with us that the journey to become a social purpose company doesn't end with adopting a social purpose. That is just the beginning. Our Implementers program is designed to help companies authentically embed their Purpose in everything they do. We support 8 companies as they advance through these four stages of social purpose execution:

PLAN	EMBED	ENGAGE	LEARN
Develop a Social Purpose Implementation Plan; Develop a Social Purpose Decision Lens	Demonstrate Social Purpose Leadership; Involve Employees in Social Purpose work	Mobilize Customers; Collaborate with Stakeholders; Foster Social Innovation	Assess Purpose Success; Re-Engage Stakeholders; Revisit Your Social Purpose Plan

# IMPLEMENTERS PROGRAM ROADMAP

By the time you finish this program, you will have built a Social Purpose into your core business and be able to use all your assets: your products, brand, relationships and team to advance your Social Purpose.

Your strategy, brand experience, processes, technology, culture and structure will be delivering your Purpose – it will inform your strategy as well as your strategic and operational decision-making.

## HERE ARE THE STEPS YOU WILL BE TAKING:

### STEP 1: PLANNING

#### YOU WILL LEARN HOW TO:

- Develop a Social Purpose Plan
- Create and Commit to a Social Purpose Decision Lens
- Create a Social Purpose Transition Strategy

### STEP 2: EMBED

#### YOU WILL LEARN HOW TO:

- Demonstrate Leadership Commitment to Social Purpose
- Engage Employees on Social Purpose
- Integrate Social Purpose Across the Employee Lifecycle

### STEP 3: ENGAGE

#### YOU WILL LEARN HOW TO:

- Inform, Influence and Mobilize Customers
- Collaborate with Stakeholders
- Foster Social Innovation

### STEP 4: LEARN

#### YOU WILL LEARN HOW TO:

- Assess Purpose Success
- Re- Engage Stakeholders
- Revisit Your Social Purpose Plan

“Through the Social Purpose Implementers program, we could rely on a proven, formalized plan of action and support to embed our social purpose internally. With this guidance we are seeing early benefits of implementing a social purpose, such as deeper connections with new and existing stakeholders, increased employee engagement, and product innovation.  
Doug Climie, VP Sales and Marketing Hemlock Printers Limited.

#### SOCIAL PURPOSE IMPLEMENTERS

#### FOR MORE INFORMATION


Please contact us at [engage@socialpurpose.ca](mailto:engage@socialpurpose.ca) or 604.969.8849

The Social Purpose Innovators Program and its Toolkit modules were developed by Coro Strandberg and Mary Ellen Schaafsma.

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

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