



SOCIAL PURPOSE PROFESSIONAL DEVELOPMENT

FOR LEADERS, EMPLOYEES AND TEAMS

Social purpose companies seek to embed their social purpose in everything they do. In order to successfully pursue this goal, they need to upgrade the competencies of their leaders, staff and teams to understand what a social purpose means, why it's important, what it means to the business, and how to embed it in roles, functions, teams and individual performance objectives.

The Social Purpose Institute has a suite of standard and custom professional development tools to suit every learning development need in your organization, no matter its size or industry.

BENEFITS OF SOCIAL PURPOSE EMPLOYEE TRAINING

- Reduce reputational risk
- Foster innovation
- Drive employee morale
- Enhance employee advocacy
- Build internal alignment
- Increase agility
- Manage turbulent times
- Achieve your purpose goals



A Social Purpose culture starts by ensuring employees have education and understanding around your company's Social Purpose and Vision. The United Way Social Purpose Institute helped us embed this knowledge into our organization by training our Ambassadors and bring it to life with our staff. This was key to helping us create such a strong culture of understanding and acceptance in our journey to become a Social Purpose organization."

Peter ter Weeme; Chief Social Purpose Officer and VP, Player Experience, BCLC



WHERE YOU ARE IN THE SOCIAL PURPOSE JOURNEY

You have adopted a social purpose as the reason your company exists. You would like to educate and engage teams of leaders, employees and functions on your social purpose and equip them to help fulfill the company's social purpose. You hope your employees become champions of the purpose in the company, with customers and in their work and community lives. By mobilizing your employees on your purpose, you create alignment and build a strong purpose-driven culture. Your business becomes an authentic social purpose company, using your purpose as a lens on decision-making, thereby driving value for stakeholders and reducing risks to your reputation and brand.

OUR SOLUTIONS

Our social purpose professional development offerings are available in both standardized and custom formats, depending on the needs of your business. The standard programs below can be tailored to your unique circumstances and requirements. (Continued on next page...)

1) INTRODUCTION TO SOCIAL PURPOSE WORKSHOPS

Onsite or virtual 1 to 2 hour workshops for 20 to 25 people, offered once, or replicated to reach all employees.

Participants will receive a certificate of completion.

LEARNING OBJECTIVES

- What social purpose means
- The business benefits of having a social purpose
- Examples of social purpose in practice
- How your company's social purpose can help grow the business
- How to be a company Champion of Purpose

2) TRAIN THE TRAINER

ACCELERATE SOCIAL PURPOSE KNOWLEDGE IN LARGER COMPANIES

Onsite or virtual 2.5- to 4- hour workshop to train company leaders in delivering the Introduction to Social Purpose Workshops in-house.

For large companies seeking a cost-effective and expedited approach to training its workforce on social purpose, the Social Purpose Institute offers a Train the Trainer Program. 10 to 15 people are trained to provide the Introduction to Social Purpose Workshops internally, aligned with the company's own schedule.

The Company chooses employees in leadership positions to be trained in fully understanding Social Purpose concepts who then deliver the workshops in-house and are equipped to answer most questions. They become champions and influencers within the company to promote social purpose with their peers. Participants receive a certificate as a Social Purpose Trainer for your company upon completion.

3) TEAM & FUNCTIONAL LEAD SOCIAL PURPOSE ACTIVATION

Onsite or virtual 2-3 hour workshops for 10 to 15 people, offered once or replicated to reach all teams.

Participants will receive a certificate of completion.

Whether you seek to upgrade your leader and employee knowledge and awareness of social purpose, equip your staff teams to apply your social purpose in their roles and functions, or to engage your employees in your social purpose journey, we have professional development, training and education programs you can roll out right away.

LEARNING OBJECTIVES

- What social purpose means to your company
- The business benefits of having a social purpose
- How to bring the company's social purpose to life
- Practical actions they can apply right away to their role and function

SOCIAL PURPOSE INSTITUTE

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 [Mary Ellen Schaafsma](#) if you have any comments or questions.

EMAIL engage@socialpurpose.ca

TEL 604.969.8891

TWITTER [@socialpurposein](#)

FACEBOOK [@socialpurposein](#)

LINKEDIN [socialpurpose](#)