

MAGNIFY

BLUEPRINT: PROFIT + PURPOSE STRATEGY SESSION

Turn your social responsibility program into a powerful tool for engaging customers and employees.

It's possible to use your company's existing resources to make a measurable impact in the world AND drive value back to your business.

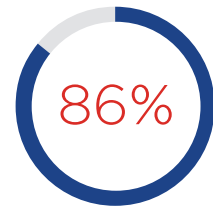
The rise of social technology has given consumers and employees an unprecedented voice to organize themselves around shared values. That's why we want to leverage your social impact to create loyal champions who amplify and support your brand.

By engaging your customers and employees in social impact as a powerful word of mouth tool, you can supercharge your community investments from an altruistic pursuit **to a business catalyst**. We'll make sure impact contributions and efforts are simultaneously helping your business and your community.

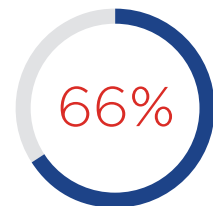
Purpose + Superpowers = Impact

When purpose-driven companies apply their unique "superpowers" and include their customers and employees on the journey of transforming communities together, powerful things happen. Stakeholders, your ultimate source of value, become raving fans. **Purpose and profit start to power one another.**

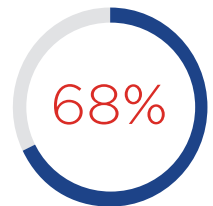
CONSUMERS CARE ABOUT PURPOSE



believe companies should place equal weight on society's interests as on their own business interests.



would switch from a product they typically buy to a product from a purpose-driven company.



are more willing to share content about purpose-driven companies with their social networks than traditional companies.

Sources: Edelman Trust Barometer 2019, Cone/Porter Novelli Purpose Study 2018, Deloitte Global Millennial Survey 2019.



About Blueprint

We bring together key company leaders for an intensive 3-hour working session to shape and scale your social impact program. Together, we'll create a clear action plan to use your existing resources and core products/services/expertise.

ASSESS

your current social impact strategy against business needs and best practices, using our unique impact indicators to determine opportunities to deepen effectiveness.

ARTICULATE

a specific, bold impact vision for your company that takes advantage of your unique business competencies and engages your most critical stakeholder groups.

DESIGN

a social impact roadmap for your company, including new or updated investment pillars, impact goals, and partnership criteria.

Blueprint Deliverables

Following the session, we will deliver your customized **Profit + Purpose Blueprint**, a powerful tool for engaging customers and employees. We will also provide a set of actionable recommendations to scale your social impact plan.

Most importantly, we will deliver confidence that your social responsibility program will create long-lasting impact in your operating communities.

About MAGNIFY

Magnify works with companies to develop social responsibility strategies and tactics so that your stakeholders (customers, employees, suppliers, and more) will become your greatest advocates.

For more information, visit: magnify-impact.com.

“*Magnify helped our leadership team articulate a bold vision for our social impact strategy: to bring every Texas worker home safely to their families at night. Together with Magnify, we organized and established strategic goals to leverage the unique skills of our employees, policy holders, agents, and community partners.*”

— Jeremiah Bentley

Vice President, Marketing and Community Affairs,
Texas Mutual Insurance Co.

