



# MAGNIFY

## EQUIP: SOCIAL RESPONSIBILITY INTENSIVE

Fire up your company's social impact engine, turning your corporate responsibility program into a powerful tool to engage customers and employees.

Equip your team with tools to create effective and focused social responsibility strategies that directly support your business strategy.

### About Profit + Purpose Intensive

In this fast-paced, collaborative workshop, you learn how to use your company's existing resources to make a measurable impact in the world AND drive value back to your business.

**Energize** your customers through social impact to create even more loyal champions for your brand.

**Apply** your unique "superpowers" to transform the communities where you operate.

**Supercharge** your community investments to become a business catalyst.

**Strengthen** your workforce by uniting employees around your company's corporate citizenship.

“*My message is a simple one: business as usual isn't working... business can help fix things and create a more prosperous world for everyone. I happen to believe in business because I believe that business can be a force for good. By that I mean doing good is good for business.*”

— Richard Branson



## Who Should Participate?

The intensive is ideal for a selection of participants from one company or multiple companies. Previous intensives have included participants from industry collaboratives, chambers of commerce, and other business networking groups or events.

Participants typically represent leadership from operations, marketing, or HR, as well as those responsible for your company's community affairs/philanthropy/volunteerism programs.

## Modules

The fast-paced workshop is typically 2-4 hours and designed to activate your specific company impact plan.

***Practicing Purposeful Leadership*** Leading through “purpose in action” to create impact in the community and value for the business.

***Aligning Profit + Purpose*** Applying your company's unique “superpowers” (products/skills/expertise) to challenges in the community.

***Designing your Corporate Citizenship Blueprint*** Defining a bold vision for impact that is unique to the strengths of your business and your business relationships.

***Leveraging Effective Partnerships*** Identifying and assessing community partnerships to help carry out your impact vision.

***Collaborating with Stakeholders*** Inviting customers, employees, and other stakeholders to participate in carrying out your social impact vision.

***Communicating your Impact*** Measuring and sharing the success of your corporate citizenship program to create awareness and authentic brand value.

***Leading into the Future*** Creating a culture of impact throughout your organization and setting goals and action steps for the next 30-60-90 days.

## 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](http://magnify-impact.com).

