

Social Accelerator

FOR IMPACT BRANDS



SOULFUL
ADVOCACY

STUDIO HUMANKIND

BRAND STRATEGY
& WEBSITE DESIGN

Your Social
Purpose

⁰¹

Governance
& Operations

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Community
Involvement

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Health &
Environment

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Customer
Engagement

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Awareness &
Connection

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Hey, Changemaker

I'm Lauren, the founder and heart behind Studio Humankind. I created my design studio to specialize in ethical storytelling for organizations tackling complex social issues around the globe. I remain steadfast in my dedication to dismantle inequity, promote diversity, and design a better world.

Businesses around the world are now more than ever redefining their role in society to foster business and societal success. They are adopting social purpose to navigate turbulent times, and attract and engage top talent and customers. These companies have an intent to create a better world in their own unique way to act as a positive force in society. Are you one of them? Let's make sure you have what you need!



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Defining Social Purpose

WHAT IT IS NOT

VISION, MISSION STATEMENT, AND VALUES

REPRESENTATIVE OF WHAT IS POSSIBLE TODAY

A WRAP-AROUND FOR CURRENT EFFORTS

AN INITIATIVE OR SET OF INITIATIVES

BRANDING, MARKETING, TAGLINE, OR CAMPAIGN

A TACTICAL DECISION

AN EMPLOYEE ENGAGEMENT TOOL

SUPPORTING A SOCIAL ISSUE OR CSR STRATEGY

MORALITY, ALTRUISM, GIVING BACK, PHILANTHROPY

FOCUSED ON THE INTERNAL ORGANIZATION

A GOAL OR A STRATEGY THAT CAN BE ACHIEVED

WHAT IT SHOULD BE

CORE TO THE BUSINESS MODEL

ASPIRATIONAL AND BELIEF-DRIVEN

ENERGIZING AND INSPIRATIONAL; MOMENTUM

A WAY OF DOING BUSINESS

CONSISTENT IN ITS STORY AND GROWTH STRATEGY

LONG-TERM

A CENTER FOR VISION, STRATEGY, AND CULTURE

BROADER THAN THE COMPANY'S ACTIVITIES

COMPANY'S COMMERCIAL MODEL

EXTERNAL FACING, OUTWARDLY-FOCUSED

NORTH STAR, ONGOING QUEST, FOREVER PURSUED

What's Inside

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Mission vs. Purpose

There are different opinions on whether a mission and a purpose can be the same thing, and/or whether a company should have both. There is no one right way. It is up to each company to determine its preferred approach. Here is one optional model that suggests a company could have both a mission and a purpose.

Companies also often develop a long-term corporate vision, which directs where the company is going – how it sees the world after its done its purpose and mission. The vision creates a mental image of the ideal state or outcome that the company wishes to achieve.

MISSION

WHAT WE DO

OPERATING A BUSINESS

STRATEGIC

CREATES BUY-IN

PROVIDES FOCUS

BUILDS A COMPANY

PURPOSE

WHY WE DO IT

SHARING A DREAM

CULTURAL

INSTILLS OWNERSHIP

FUELS PASSION

BUILDS A COMMUNITY

Your Social Purpose

01 QUESTION	REFLECTION
<p><i>What is our purpose as a business?</i></p> <p><i>Why did we develop this product?</i></p> <p><i>Why are we in business?</i></p>	
02 QUESTION	REFLECTION
<p><i>What need do we fill in society?</i></p> <p><i>Is there a wrong we are trying to right?</i></p> <p><i>Is there an injustice we are addressing?</i></p>	
03 QUESTION	REFLECTION
<p><i>How do we contribute to greater good?</i></p> <p><i>How much are we guided by principles?</i></p> <p><i>Why is the world a better place because of us?</i></p>	

Governance & Operations

01 QUESTION	REFLECTION
<p><i>How are you engaging with your customers? What are they advocating for? How are you responding to societal action?</i></p>	
02 QUESTION	REFLECTION
<p><i>What ethical standards have you set? How are these standards maintained? In what ways are you showing transparency?</i></p>	
03 QUESTION	REFLECTION
<p><i>What systems are you operating in? Are they sustainable in more ways than one? How do they contribute to your social impact?</i></p>	

Community Involvement

01 QUESTION	REFLECTION
<p><i>How are you integrating diversity?</i></p> <p><i>What will you do to ensure those standards?</i></p> <p><i>How will you create equity in the workplace?</i></p>	
02 QUESTION	REFLECTION
<p><i>Which organizations do you help support?</i></p> <p><i>How often do you give back to each of them?</i></p> <p><i>What % of your revenue do you allocate?</i></p>	
03 QUESTION	REFLECTION
<p><i>What social programs have you implemented?</i></p> <p><i>How do you attract impact investors?</i></p> <p><i>Which operations lend you support long-term?</i></p>	

Health & Environment

01 QUESTION	REFLECTION
<p><i>How much of your office is remote?</i></p> <p><i>What parameters are set in working hours?</i></p> <p><i>How large is the space in which you operate?</i></p>	
02 QUESTION	REFLECTION
<p><i>How much energy does your office use daily?</i></p> <p><i>How much water does your office use daily?</i></p> <p><i>What sanitation measures are in place?</i></p>	
03 QUESTION	REFLECTION
<p><i>How are you contributing to sustainability?</i></p> <p><i>How are you creating a workplace culture?</i></p> <p><i>How often do you check employees' health?</i></p>	

Customer Engagement

01 QUESTION	REFLECTION
<p><i>How do you ensure long-term stewardship?</i></p> <p><i>Is there a purposeful approach to your service?</i></p> <p><i>How do you deliver value to stakeholders?</i></p>	
02 QUESTION	REFLECTION
<p><i>Which underserved people are you supporting?</i></p> <p><i>Who are your beneficiaries of sourcing?</i></p> <p><i>What causes do you support in hiring them?</i></p>	
03 QUESTION	REFLECTION
<p><i>What kind of ROI do your customers receive?</i></p> <p><i>How do you communicate shared value?</i></p> <p><i>How are you collecting data & insights?</i></p>	

Awareness & Connection

01 QUESTION	REFLECTION
<p><i>How do you bring awareness to your impact?</i></p> <p><i>Where are you communicating your advocacy?</i></p> <p><i>How does your brand voice reflect that?</i></p>	
02 QUESTION	REFLECTION
<p><i>Which new technology do you engage with?</i></p> <p><i>Do they support long-term advocacy?</i></p> <p><i>How have you adapted to innovative thinking?</i></p>	
03 QUESTION	REFLECTION
<p><i>How will you sustainably scale your business?</i></p> <p><i>Who will you partner with to make it happen?</i></p> <p><i>What will you do to grow in social impact?</i></p>	

Take Action

01 SUPPORT A LOCAL NGO YOU BELIEVE IN

↓

Think about which nonprofits and organizations elevated by their own social cause would lend to a perfect partnership with your business. Find where each of you overlap and use that to promote your advocacy efforts.

02 DEVELOP LONG-TERM STRATEGY FOR IMPACT

↓

Dive deeper into what makes your brand successful, then use those things to think about how they would be elevated backed by a social purpose. That is your key step to aligning your strategy for long-term results.

03 GET INVOLVED WITH COMMUNITY EFFORTS

Look around where you live and where you work. What do the communities around you look like? What are people vocalizing, protesting, or getting involved with? Think about how you can show up in that space.

SOCIAL ACCELERATOR
CHECKLIST

2020

Book Your Strategy Session & Get 25% Off

Your brand strategy, or brand road map, is how you (and your team) will build, shape, and share your brand. It's the articulation of what your brand is and aspires to be, the purpose it serves, and how you communicate it to the world. Together, we will create a guide for your brand highlighting your mission, outreach, messaging, and vision.

Within one week of your workshop date, you will receive a comprehensive brand roadmap designed by me from the work completed in this session.

Promo Code: FOUNDATIONVIP



[SCHEDULE NOW](#)



Thank You

Just wanted to quickly say how grateful we are that you're making the effort to further educate yourself on becoming a social enterprise! We love getting to learn more about innovative and passionate brands such as yours and would be more than happy to answer any questions. Best of luck in your beautiful, crazy, and inspiring journey!



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