



# fall cohort '21

SCHOOL OF  
**ETHICAL IMPACT™**

**Join our 12-week incubator and create  
sustainable impact through business**

# WELCOME!

We are so glad that you are here!

The School of Ethical Impact™ was created for changemakers, like you, because we wanted to equip you with the knowledge and the tools to do good in this world. We know that leveraging your goods for profit, for change, and transformation is what you are all about -- and we wanted to create the frameworks and give you the practical tools to go out and make that change in your lifestyle in your business and for you as a leader.

We started the school because we were once you. We desire to help people everywhere find their seat at the table with a community of support and resources you need to start, grow, and thrive in purpose-driven business successfully. In doing so, we see the potential for authentic, sustainable global impact to be exponential.

Our desire is to make Ethical Impact the social norm by equipping, uplifting and sustaining changemakers in their pursuit of good through work.

We welcome you to our community.

With Gratitude,

*Hayley Adamski & Jenny Nuccio*



# PROGRAM OVERVIEW

## What is the School of Ethical Impact?

The School of Ethical Impact™ is a 12-week digital incubator for dynamic changemakers who want to start or scale an ethical business. Through our research-backed methodology, high-value educational experiences, and supportive cohort of like-minded students, we want to turn vision into real-life impact.

## Who is this program for?

- Growth-stage entrepreneurs: trying to use their business for good but struggling to balance people + profits.
- Seasoned leader or professionals: who are burnt out in their 9-to-5 but apprehensive about making a change.
- Dreamers: with a big ethical idea and a long to-do list who is unsure where to start or ask for help.

## How much does it cost?

The School of Ethical Impact is \$3000 for individuals, and \$4500 for co-founders joining the program together.

## How it works:

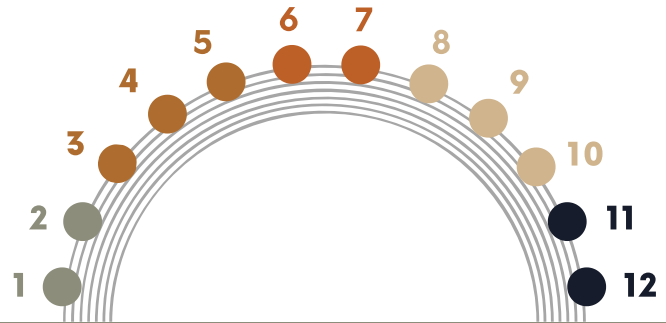
Each week, students work alongside our experts and their cohort through two sessions geared towards education, practical application, collaboration, and holistic, internal examination.

SEI Seminar: Released Monday at 8am PST

Group Coaching: Every Thursday from 10am - 12pm PST

# CURRICULUM OVERVIEW

**12 weeks of practical,  
heart-centered  
curriculum to connect  
your purpose + work**



DEFINING YOUR PURPOSE

MODELING FOR SUSTAINABILITY

IMPLEMENTING FOR IMPACT

MONETIZING + CREATING SYSTEMS  
FOR CHANGE

DEVELOPING COMMUNITY  
+ SELF FOR TRANSFORMATION

**1** ETHICAL IMPACT 101

**2** CLARIFYING YOUR PURPOSE

**3** BUSINESS MODELING

**4** FINANCIAL MANAGEMENT

**5** PRODUCT/SERVICE DEVELOPMENT

**6** IMPACT PROGRAMMING

**7** MARKETING

**8** OPERATIONS

**9** CAPITAL RAISING

**10** REPORTING

**11** COMMUNITY DEVELOPMENT

**12** ETHICAL IMPACT™ LEADERSHIP

# PROGRAM DETAILS

## How it Works

Each week, you'll work alongside our experts and their cohort through four sessions geared towards education, practical application, collaboration and holistic, internal examination.

### **SEI Seminar: Released Monday at 8am PST**

Learn each week's ethical impact curriculum / topic.

### **Group Coaching: Every Thursday from 10am -12pm PST**

Work alongside Jenny and Hayley along with your fellow cohort students to practically apply each week's principles to your own business

## WHAT ELSE IS INCLUDED

### **Networking**

Doing good can be hard, but it doesn't have to be done alone. In addition to connecting with our team of experts, you'll get to walk with other leaders who are also in the process of aligning business with impact.

### **Exclusive Access**

You'll have opportunities for specialized access to future School of Ethical Impact events, programs, networks, and other offerings.

### **1:1 Program Follow Up**

At the end of the 12 weeks, you will receive a 30-minute 1:1 consulting session with Hayley or Jenny with the option to add on an additional 6-hour consulting day!

# PAYMENT PLANS

## Individual Payment Plans

Rates for students who will be participating in the program individually.

### 4-MONTH PAYMENT PLAN

Pay 4 monthly payments of \$775.

- OR -

### PAYMENT IN FULL

Pay one-time program fee of \$3,000 USD.

## Co-Founder Payment Plans

Rates for students who will be participating jointly with one other leader from your organization

### 4-MONTH PAYMENT PLAN

Pay 12 monthly payments of \$1,150.

- OR -

### PAYMENT IN FULL

Pay one-time program fee of \$4,500 USD.

# NEXT STEPS

01

02

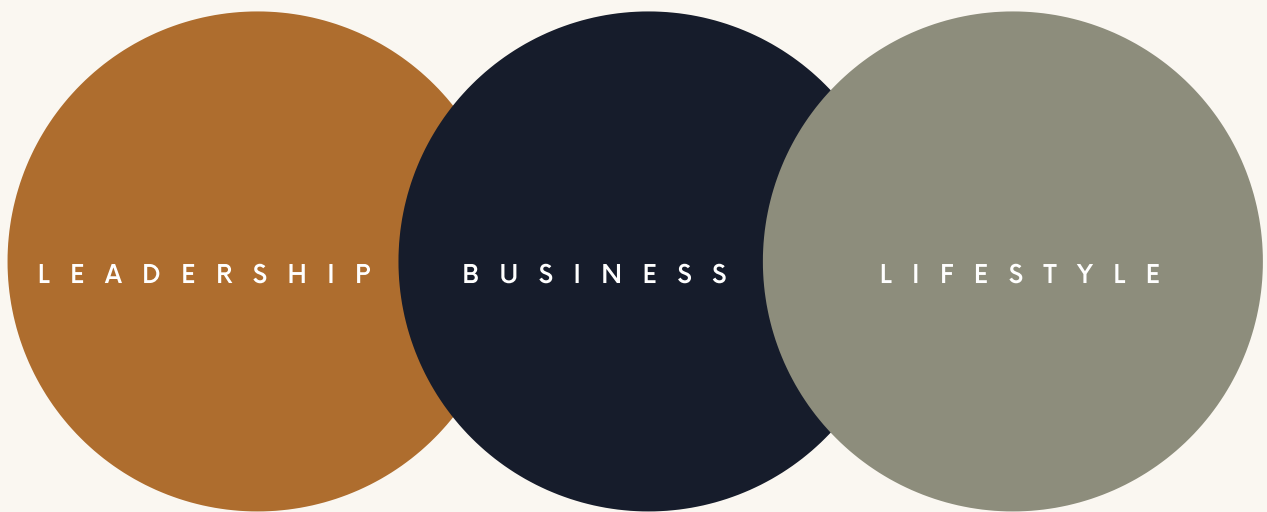
03

Schedule an  
Interview w/  
Hayley or Jenny

Fill out our  
"Get to know  
you form"

Say yes!  
School starts  
October 18th

# ETHICAL IMPACT



## It starts with you

The School of Ethical Impact™