

## Social Purpose Decision Lens Tool

### Introduction

This tool is designed to guide thoughtful decision-making through the lens of our social purpose. By evaluating the implications of decisions, activities, initiatives, or actions on our social purpose, we can ensure alignment and advance progress on our purpose.

Use this tool to:

1. Assess how a decision advances, detracts from, or is neutral to our social purpose.
2. Identify opportunities to adjust initiative or decision to advance on our purpose.
3. Provide clear rationale for moving forward when full alignment is not possible.

### Instructions

1. **Assess each decision.** Use the provided categories to evaluate how the decision advances, detracts from, or remains neutral to our social purpose.
2. **Document findings.** Record your evaluations, proposed adjustments, and any rationale for proceeding in the table provided.

## Purpose Decision Lens

### Purpose Implications

Provide a brief description of how the decision supports our social purpose: XXX

### Decision Categories

Indicate if the decision, activity, initiative or action is:

a) **Purpose-Driving**

Advances our social purpose of [insert purpose]

b) **Purpose-Neutral**

Neither advances nor detracts from our social purpose of [insert purpose]

*Action Required:*

- Suggest changes to make it purpose-driving.
- If adjustments are not feasible, provide a rationale for remaining neutral.

c) **Purpose-Contra**

Has a negative impact on our social purpose of [insert purpose]

*Action Required:*

- Identify adjustments to mitigate the negative impact so it is purpose-neutral or -driving.
- If adjustments are not possible, explain why and justify why the company should proceed despite the misalignment.



### Social Purpose Decision Evaluation Table

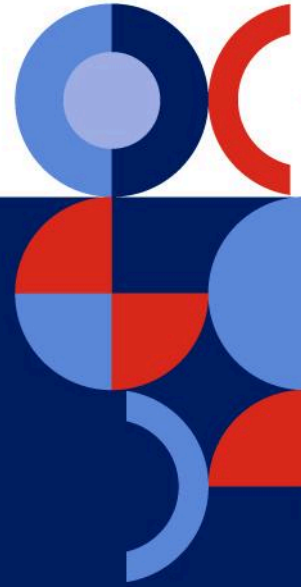
Decision/Action	Purpose implications	Category	Proposed Adjustments	Rationale
Example: New product launch	Expands access to underserved markets, aligning with our social purpose	Purpose-driving	N/A	Fully supports our purpose goals
Example: Supply chain adjustment	Neutral impact on social purpose	Purpose-neutral	Partner with purpose-aligned suppliers	By partnering with purpose-aligned suppliers we advance on our purpose
Example: Downsizing a service	Reduces availability of services critical to our social purpose	Purpose-contra	Focus on alternate areas	Rather than downsize, find alternative savings

### Case Studies

Check out these two case studies to learn how social purpose companies integrate their social purpose into decision-making processes. Published by United Way BC Social Purpose Institute.

[Social Purpose Decision Lens](#)





## ABOUT THE CANADIAN PURPOSE ECONOMY PROJECT

The Canadian Purpose Economy Project exists to accelerate the transition to the purpose economy. It engages national ecosystem actors to create an enabling environment for social purpose businesses to start, transition, thrive and grow. It convenes, connects, curates, and collaborates to drive the social purpose business movement in Canada toward an economy where social purpose business is the norm, attracting capital, talent, and partners. In this economy businesses unlock all their assets, influence, reach and scale in collaboration with others to help Canada address its societal challenges and realize a flourishing future. We are grateful to Coast Capital, our Founding Purpose Champion, for their support.

Visit our website to register for updates and be part of the Social Purpose Business Movement:

[www.purposeeconomy.ca](http://www.purposeeconomy.ca)