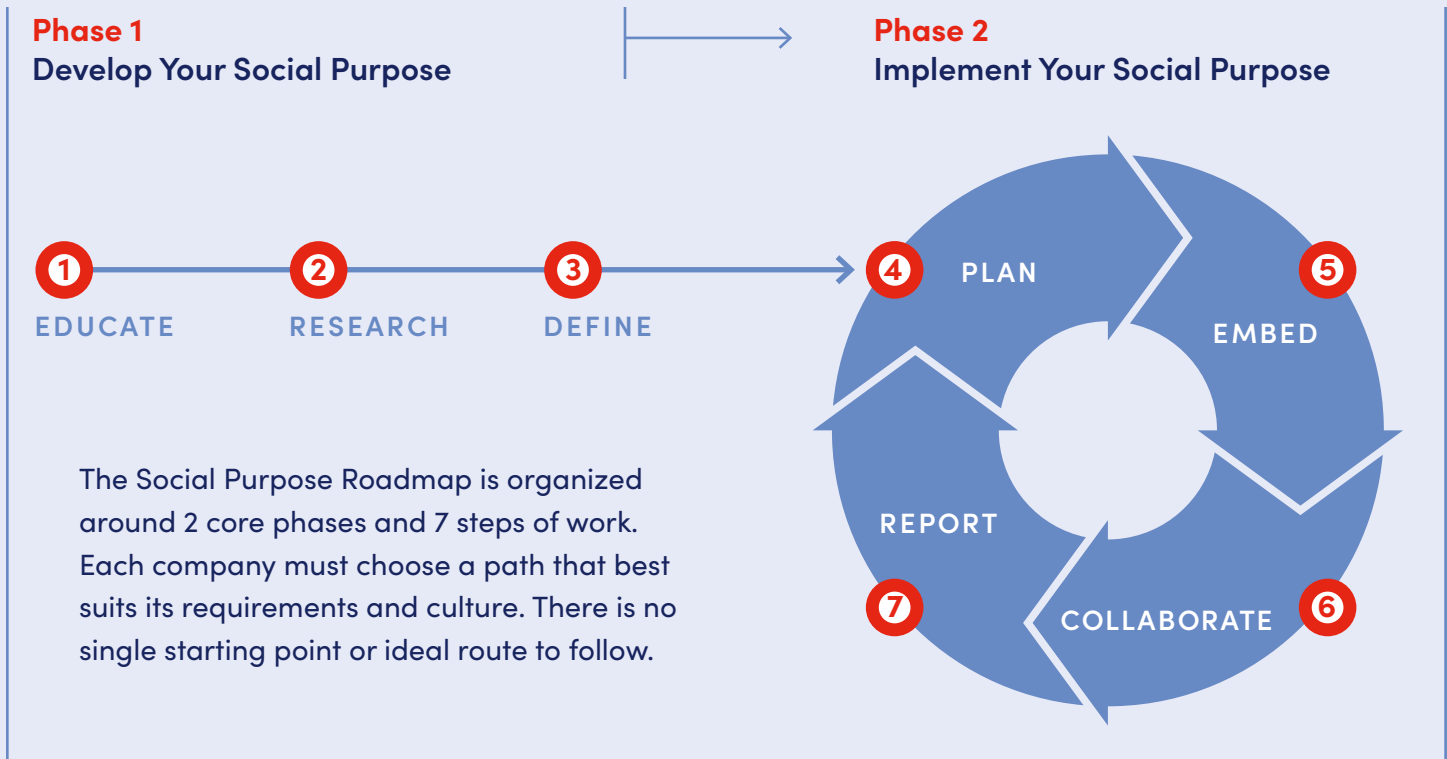


The Social Purpose Roadmap works for organizations of any size at different stages of their social purpose journey and across organizational types, from Crown corporations and co-operatives to public, private and family-owned businesses.



Phase 1 Develop Your Social Purpose			Phase 2 Implement Your Social Purpose			
1 EDUCATE	2 RESEARCH	3 DEFINE	4 PLAN	5 EMBED	6 COLLAB.	7 REPORT
- Educate management and board on social purpose - Gain agreement to proceed - Agree on company's business case and rationale - Update staff - Recruit social purpose steering committee	- Research company background - Identify unique strengths to leverage - Shortlist community or societal issues - Consult interest groups on focus and greater good potential	- Hold social purpose workshop - Draft social purpose options - Draft social purpose narrative - Engage interest groups to validate your social purpose - Approve social purpose statement - Update staff	- Renew steering committee - Create a Social Purpose Implementation Plan - Include social purpose oversight in Board governance documents (if relevant)	- Educate and engage employees - Embed social purpose in culture and operations - Update vision and corporate strategy with social purpose goals - Embed social purpose in products and services	- Embed social purpose in customer experience - Prioritize and engage interest groups - Build external social purpose collaborations - Advance the Purpose Economy	- Regularly review performance - Implement regular purpose storytelling and communications - Update website and marketing strategy - Establish data collection and management - Disclose purpose progress through annual report