

MAGNIFY

GROW BEYOND THE BOTTOM LINE.

Business is changing. Successful companies are growing beyond the bottom line, leading with purpose to expand their relationships with employees and customers. Today, growing beyond the bottom line IS the best way to grow the bottom line.

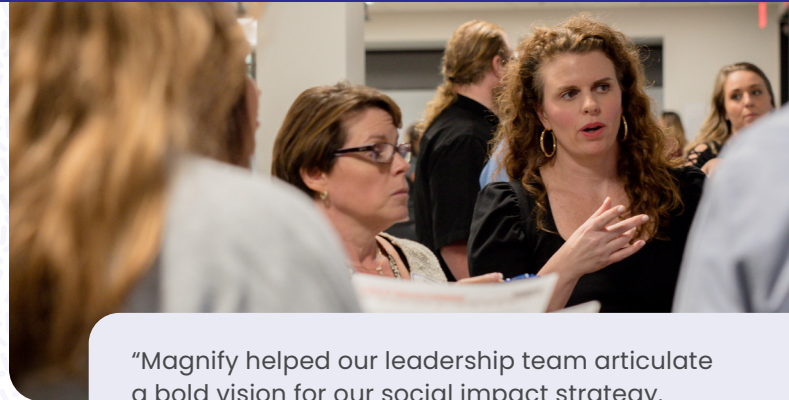
Social impact, your company's positive effects on its stakeholders, is your greatest tool to catapult growth and future-proof your organization.

While profit is the engine of the company, purpose is the jet fuel.

A well-thought-out social impact strategy can optimize your talent acquisition and employee engagement, sharpen your reputation, and result in employee and customer loyalty and priceless word of mouth.

The demand for businesses to address the world's problems has never been more pressing. **Millennials and Gen Zs comprise nearly 50% of the global workforce.**

These tech-connected generations increasingly choose brands that promote shared value: company profit and social progress at the same time.



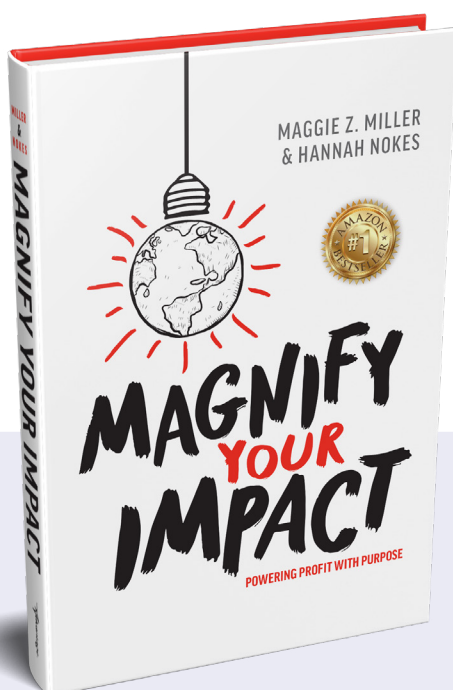
"Magnify helped our leadership team articulate a bold vision for our social impact strategy. This has become an exciting differentiator for our business relationships and helped us form new relationships across all markets."

— JEREMIAH BENTLEY
Vice President, Marketing,
Texas Mutual Insurance

The "Great Resignation" of 2021 saw a staggering 38 million employees leave their jobs. **Meanwhile, 69% of companies worldwide report talent shortages while 57% of CEOs believe attracting talent is among their company's biggest challenges.** Business leaders are seeing the economy reshaped by workers and reconsidering the core of what keeps their teams invested, loyal, passionate, and productive in this new hybrid environment. Losing employees is costly. Finding great people is difficult. Keeping valuable team members is key. The problem is most leaders don't know where to start.

That's why Magnify Impact exists - to help you succeed in this new business reality, where employees and customers - your ultimate source of value - want more than a transactional relationship. A decisive social impact strategy links everything together, polishing and propelling your business to the next level.

Our work designing social impact strategies with business teams globally inspired our book, **Magnify Your Impact: Powering Profit with Purpose** (Advantage|ForbesBooks 2021), a tactical guide to help companies generate profit while solving societal challenges.



Blueprint Social Impact Intensive

Our pragmatic strategic planning framework has helped hundreds of companies leverage finite resources to create a resilient, engaged culture and a more magnetic, purpose filled brand.

In a concentrated half-day session, we guide your leadership team to design an industry-leading social impact strategy as a key driver of your company's growth. We follow with specific, actionable recommendations to deploy your new strategy and reap the benefits immediately.

Prior to the session, our team will:

- Learn about your company's growth goals, challenges, and opportunities.
- Evaluate your company's social impact profile against two of your key competitors.

Your session yields a custom "blueprint" for a focused, integrated approach to social impact. **This roadmap focuses on your company's core expertise, growth goals, and unique stakeholder relationship needs.**

Your blueprint provides you with:

- Guidance on concrete steps to design and improve your social impact footprint.
- Clear and concise messaging about your company's impact goals that can be immediately integrated with your brand messaging to internal and external audiences.



Spark Employee Engagement Session

During this two-hour session with up to 50 of your selected team members, we "spark" team buy-in and identify internal champions to carry your blueprint strategy forward. **After our session, your team will have internal alignment and defined roles to adopt and galvanize your social impact plan.** Magnify will provide a synthesis report of data of the following goals for the session:

- Educate the team on how the company's competitive advantages and existing resources will create positive social impact.
- Determine how other stakeholders (customers, supply chain, industry, etc.) can help maximize the effectiveness of your social impact strategy.
- Inventory employees' skills and interests to offer employee engagement opportunities that will gain the most traction and build engagement.

Customized Implementation Projects

In addition to strategy and employee engagement, Magnify can deliver on several aspects of corporate responsibility (CR) implementation, including:

- Coaching social impact leadership
- Performance measurement/KPIs
- Internal/external communication
- Competitive benchmarking
- Annual impact reporting
- Stakeholder focus groups
- Partnership facilitation
- Board of director training
- Brand citizenship

ABOUT US

Maggie Z. Miller and Hannah Nokes are co-founders of Magnify Impact and have 50 years of collective experience in corporate responsibility. Visit us at www.magnify-impact.com to learn about our work and the companies we've served.