



**YOUR IMPACT GUIDE:**  
A Blueprint to Transform  
Your Business

Valuable insights into elevating your business from  
profit-driven to impact-driven.

**B1G1**

# INTRODUCTION: THE NEW BUSINESS PARADIGM

In today's world, businesses face a fundamental choice: continue focusing solely on profits or embrace a more profound purpose that enhances both their impact and their bottom line.

More than ever, business owners are realizing that being impact-driven not only creates positive change in the world but also drives significant benefits for the business itself.

Businesses that integrate giving into their DNA experience stronger customer loyalty, higher employee engagement, and enhanced reputation.



# WHY TRANSFORMING TO IMPACT-DRIVEN IS A SMART BUSINESS MOVE

The shift from a purely profit-driven model to one that is purpose-driven is not just a noble endeavor; it is a strategic one. And as we'll discover, the additional shift to an Impact-Driven Company really puts purpose into absolute top gear. Let's start with some stats about the first shift — the one to becoming purpose-driven. Here's why it matters:

## **Customer Engagement: The Rise of Conscious Consumers**

Today's consumers are more discerning than ever, prioritizing companies that align with their values. According to a study by Cone Communications, 87% of consumers say they would purchase a product because a company advocated for an issue they care about. Moreover, 76% of consumers would refuse to buy from a company if they learned it supported an issue contrary to their beliefs. Being impact-driven not only attracts customers but turns them into loyal advocates for your brand.

*Reference: Cone Communications CSR Study*

## **Employee Engagement: Purpose Drives Performance - Impact Elevates and Sustains It**

Businesses with a strong sense of purpose experience higher levels of employee engagement, which directly impacts productivity and retention. A LinkedIn study found that 73% of purpose-oriented employees are satisfied in their jobs, compared to 64% of those who are not. Additionally, Deloitte's Global Human Capital Trends report found that organizations with a sense of purpose are 30% more likely to be innovative and enjoy 40% higher levels of workforce retention.

*References: LinkedIn Purpose at Work Global Report, Deloitte 2020 Global Human Capital Trends*

### **Brand Building: Authenticity and Transparency Win the Day**

A company's commitment to a greater cause enhances its image and builds trust with consumers. According to Edelman's Trust Barometer, 81% of consumers say that trusting a brand to do what is right is a deciding factor in their purchase decisions. Moreover, purpose-driven companies report 30% higher levels of innovation and 40% higher levels of retention than their competitors.

*Reference: Edelman Trust Barometer 2020*

### **Regulatory Preparedness:**

With governments around the world increasingly enforcing regulations around sustainability and ethical practices, businesses that already align with these values will be ahead of the curve. For example, the EU's Green Deal and its proposed regulations on sustainable corporate governance mean businesses must integrate social and environmental goals to stay compliant.

### **Investment Attraction:**

Investors are increasingly prioritizing Environmental, Social, and Governance (ESG) criteria. According to Bloomberg, global ESG assets are expected to exceed \$50 trillion by 2025, making up more than a third of total assets under management. Purpose-driven businesses are more likely to attract investments from these ESG-focused funds.

So now we're clear on the move to becoming purpose-driven. Let's ramp that up by going deeper into your Impact Guide and turning our attention to the magic of starting with Purpose and then elevating it to becoming Impact-Driven.

# ABOUT YOUR IMPACT GUIDE

Here we're going to look at three important things together:

## 1. Clarifying Where You're Heading and Why

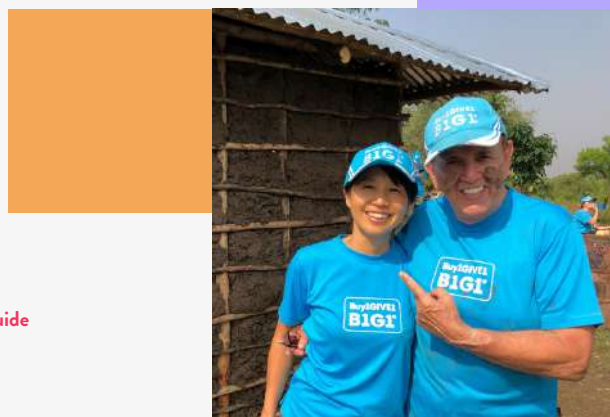
Understanding what impact you really want to achieve from your business

## 2. Simplifying Your Approach

Making impact creation effective and effortless so you can start immediately

## 3. Transforming Your Business

See how being an impact-driven business transforms your business





## PART 1: CLARIFYING WHERE YOU'RE HEADING AND WHY

Perhaps you'd expect us to start here with our friend Simon Sinek's classic "Start with WHY" process.

And that's a very valid way to do it. But we rather like what the Harvard Business Review (HBR) said recently:

**"...YOU DON'T FIND YOUR PURPOSE, YOU CREATE IT."**

And quite amazingly perhaps, you're going to find how a simple two letter phrase helps you do that very powerfully. It's a two letter sequence that makes sure you're thinking about things bigger than yourself. Let's take a look at some examples:

### Here's a removal company. They started like this:

At Get Moving Geelong we give people moving home the confidence that their valued belongings will be taken care of. This is the pathway to having a seamless, stress-free move.

### And the 'so that' got them here:

At Get Moving Geelong we give people moving home the confidence and security that their valued belongings will be taken care of. We create a seamless, stress-free move **so that** our customers feel brilliantly set-up ready to enjoy their new surroundings.

### Or this from a Sustainable Wine Company. They started like this:

At Koonara Wines, we give people who like to drink fine wine the knowledge and peace of mind that the special times in their life is a pathway to create happy memories and be environmentally mindful.

### And the 'so that' got them here:

We produce fine Koonara Wines with a special and total regard for our environment **so that** together we can create and celebrate moments that become even more sustainable and memorable for the generations yet to come.

### Here's how an Insurance Company did it. From this:

At Stellar Insurance Brokers, we give business owners the confidence and the freedom to take risks to achieve greatness by making absolutely certain that their insurance solutions allow them to recover emotionally and financially should a loss occur.

### To this (with a double 'so that')

At Stellar Insurance Brokers, we help business owners run more successful companies by providing them with leading-edge insurance solutions and risk management advice so that they can recover both emotionally and financially from a worst-case scenario. We protect what is most important to them in life so that they have the peace of mind they deserve to fully enjoy the lifestyle they seek.

Tim Duggan builds on the idea in a great way, Tim is an Australian globally recognized author of great books. His first book 'Cult Status' won Business Book of the Year in 2022. In the book, Tim gives entrepreneurs 7 key steps to achieve Cult Status.

And step number 1 — arguably THE most important one is this: **Start with IMPACT.**

Tim points out that most businesses start with revenue goals and so on. Tim says “NO .... Start with Impact”. And we couldn't agree more.

Becoming impact-driven is a great thing for every business to do. Clearly, when every business works towards making the world a great place, it really does change our world.

But sadly ....

The reality is that currently  
**LESS THAN 5%**

of giving currently comes from businesses.\*

So, we asked business owners around the world what prevents them  
from making that difference.

Here's what they said:

**60% ... “I'm unsure how to start.”**

**50% ... “I don't have time.”**

**43% ... “I have limited funds.”**

**43% ... “I don't trust charities.”**

We're on a mission to change all the numbers on this page. And we're  
doing it every second, every day and in every way.



## PART 2: SIMPLIFYING YOUR APPROACH

*Making your impact-driven business effortless so that you can start immediately.*

While the concerns mentioned above are valid, they shouldn't hold you back from making a meaningful difference. Let's look at how you can simplify the processes and make it all happen seamlessly:

### 1. START SMALL AND BUILD GRADUALLY

You don't need to launch a grand initiative right away. Begin with small, manageable steps that align with your business's values and goals. A seriously great way to do this is to link impact-creation into existing business processes.

For example, you might choose to link providing children in need with access to pure, life-saving water every time someone visits your website (and by the way, in B1G1 you can make that happen from just 1 cent — seriously!

Gradually, you can scale up and link more processes to high-impact projects. And since, in B1G1 all of your impacts (no matter how small) are all measured, tracked and available for you to easily display on your website and more.

You'll soon see the positive impact on your team and on your business overall.

## 2. LEVERAGE EXISTING RESOURCES

Time constraints are a common challenge, but integrating impact-driven initiatives can be streamlined with the right tools. Look for opportunities to embed impact-creation and giving directly into your business practices by automating them (for example, B1G1 lets you automatically link to some 7,000 Apps).

It's a stunningly effective way to make impacts without increasing your workload.

## 3. EXPLORE COST-EFFECTIVE OPTIONS

You don't need a large budget to make a difference. Many impactful initiatives are cost-effective and can fit within your existing budget. Consider partnering with local nonprofits, engaging in community-based projects, or initiating campaigns that require minimal investment but offer significant value. Even small contributions can create substantial change.

## 4. BUILD TRUST WITH TRANSPARENT PARTNERS

Partner with organizations that are transparent about their operations and impact. Research their mission, review their financials, and seek out testimonials from other businesses. Ensure that your chosen partners align with your values and have a proven track record of delivering results.

# INTRODUCING B1G1: YOUR EFFORTLESS SOLUTION TO BECOMING FULLY IMPACT-DRIVEN

At B1G1, we understand the challenges you face and we've designed a solution that simplifies the process of integrating impact creation directly into your business. B1G1 gives you:

- **Easy Integration:** Seamlessly embed high-impact processes directly into your daily business operations without hassle.
- **Pre-vetted Projects:** Choose from over 450 trusted verified high-impact projects that align with your values and mission.
- **Automation Tools:** Streamline it with automated processes that save you time and effort.
- **Transparency and Reporting:** Access detailed reports and updates to track the impact of your contributions and build trust with your stakeholders.

By leveraging B1G1, you can effortlessly start making a difference today, turning your business into a force for good while addressing your concerns about starting small, managing time, and ensuring trust. And it's so easy to join us in transforming businesses and communities for a better world.

[FIND OUT MORE](#)





## PART 3: TRANSFORMING YOUR BUSINESS (AND THE WORLD)

Embracing an impact-driven approach fundamentally transforms your business. By integrating B1G1 into your core strategies and processes, you not only contribute to meaningful causes but also experience tangible benefits for your business. Here are three inspiring case studies of businesses that have successfully leveraged B1G1 to enhance their impact and transform their operations.

## Case Study 1:

### Inspire Accountants - A Remarkable Journey of Growth and Giving



**Background:** Inspire Accountants, based in Brisbane, joined the B1G1 movement in 2013. Since then, they have experienced exponential growth and successfully woven the spirit of giving into their business fabric. Their journey exemplifies how businesses can achieve remarkable outcomes by aligning their operations with a commitment to positive change.

#### THE TRANSFORMATION:

- **Integration:** Upon visiting Inspire, it was clear that giving was deeply integrated into their operations. The office buzzed with energy and a sense of purpose, reflecting a culture where social impact is not just discussed but actively implemented. They creatively link client achievements with global impacts, turning each milestone into an opportunity to contribute to various causes.

- **Impact:** Inspire's innovative approach has resulted in over 9 million impacts to date, demonstrating the power of consistent, small acts of giving. Specific impacts include:
  - Providing clean drinking water to communities in need.
  - Supporting educational programs for underprivileged children.
  - Funding life-saving medical treatments and healthcare.
  - Contributing to environmental conservation projects.

**Results:** The firm's model of integrating giving into business transactions has transformed their client relationships and internal culture. Employees are deeply engaged and motivated, and clients appreciate the meaningful impact of their contributions. This approach has not only fostered a culture of loyalty and engagement but has also set a new standard for business success.

**Key Takeaway:** Inspire Accountants has demonstrated that aligning business operations with giving can lead to exceptional growth and positive change. Their success story highlights how businesses can thrive by embracing a philosophy of giving, creating a ripple effect that extends far beyond their operations.

## Case Study 2:

### Includability - The Home of Inclusive Employers



**Background:** People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

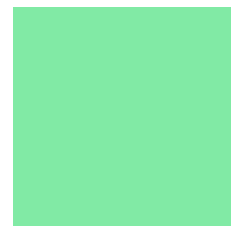
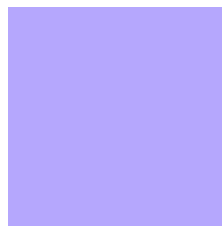
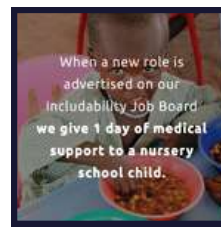
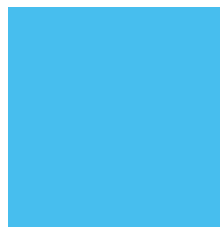
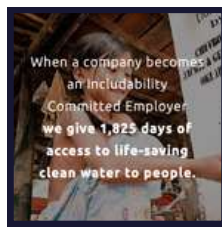
This sentiment is likely to resonate with anyone who has been fortunate enough to meet (either virtually or in person) Paul Smith and Dave Holby-Wolinski, the Founder and Director respectively of UK-based B1G1 Members Includability.

They’ve created - with the help of a great team - an incredible platform which truly sets the standard for an inclusive, sustainable and mentally healthy workplace culture.

Includability offers an employer verification process that not only highlights their commitment to inclusivity but also educates companies on fostering a diverse workforce. They collaborate with experts to create Employee Support Groups, providing mental health resources, LGBTQ+ support, and more.

## THE TRANSFORMATION:

- **Integration:** Includability seamlessly integrates B1G1 into their operations, linking every milestone and interaction with charitable contributions. This approach turns everyday activities into acts of giving, supporting causes such as clean water access, education, and healthcare.
- **Impact:** Each milestone and activity is celebrated with an impact



**Results:** The firm's model of integrating giving into business transactions has transformed their client relationships and internal culture. Employees are deeply engaged and motivated, and clients appreciate the meaningful impact of their contributions. This approach has not only fostered loyalty and engagement but has also set a new standard for business success.

## Case Study 3:

### Bristol Global Mobility - Making Relocations Count



**Background:** Bristol Global Mobility (Bristol) is a leading global relocation management company that handles the complexities of relocating individuals and families across borders. With a focus on connection and care, Bristol manages all aspects of relocation logistics and supports clients through a trusted network of suppliers. Their sustainability goals and alignment with the United Nations Sustainable Development Goals are deeply rooted in their commitment to building connections.

#### THE TRANSFORMATION:

- **Integration:** By partnering with B1G1, Bristol has enhanced its global impact, aligning their giving program with their sustainability strategy, “Move the World.” This partnership has provided a consolidated platform for giving, enabling Bristol to connect with a variety of impactful causes aligned with their UN SDG priorities.

- **Impact:** Bristol's approach to integrating B1G1 into their operations includes:
  - **Employee Engagement:** Monthly polls allow Bristol associates to select B1G1 projects they care about. For instance, in celebration of International Women's Day, Bristol supported:
    - 5,000 days of feminine hygiene support for girls.
    - 600 days of health awareness sessions.
    - 30 days of bookkeeping skills training.
    - 28 days of vocational training.
  - **Client Engagement:** Through the "Make Your Move Count" initiative, relocating employees receive a link to B1G1's Engagement Tool, allowing them to choose an impact that resonates with them. Additionally, bespoke carbon footprint reports are provided to clients, and one tree is planted for every move managed by Bristol.

**Results:** Bristol's partnership with B1G1 has significantly expanded their impact, with over 250,000 impacts achieved to date. The initiative has strengthened client relationships, boosted employee engagement, and enhanced the company's sustainability efforts.

**Key Takeaway:** Bristol Global Mobility's integration of B1G1 into their business model demonstrates how companies can effectively blend social impact with their core operations. Their innovative approach to employee and client engagement has set a new standard in the relocation industry, showing that it is possible to make a substantial global impact while managing complex logistical processes.



# Thank You

We hope you enjoyed reading this Impact Guide. Equally, we hope you will take action to incorporate effective philanthropy in your business.

To get things started, schedule a quick 20-minute call with us to discover how partnering with B1G1 can amplify your impact and transform your business.

[BOOK A CALL NOW](#)

Trusted by 2,000+ Businesses Worldwide

