# WHY BE A **FOR-BENEFIT COMPANY?**

- 1. Align with consumer preferences
- 2. Attract top talent
- 3. Outperform traditional for-profit peers
- 4. Become a millennial magnet
- 5. Attract values-aligned investors

#### The results are in: doing good is good for business.\*



of millennials surveyed believe business should be in involved in social issues

> 7% of people consider social and environmental impact when deciding where to work

## **PURPOSE-DRIVEN**

companies outperformed the S&P500 by 14:1 over a 15 year study

# **HOW CAN MY COMPANY BECOME FOR-BENEFIT?**

## 1. Declare Your Intentions

The best way to start is to go public. Declare your solidarity with the for-benefit movement by signing the Declaration of Interdependence.

## 2. Commit to Your Purpose

Show that your company exists for a purpose beyond profit.

#### Craft a Theory of Change

Determine how your organization's mission will be realized and measured, and the strategic mix of products, services, and initiatives you will prioritize to create your intended impact.

#### **Produce an Impact Report** This yearly report highlights your organization's effectiveness in meeting your stated mission, maximizing benefit to everyone

Establish operating practices that provide maximum benefit for people and the planet.

involved, and minimizing environmental harm.

#### **Establish Legal Protection**

Applying appropriate legal tools helps to uphold your mission and protects your social and environmental commitments, regardless of changes in capital and leadership.

## 4. Measure Your Impact

A for-benefit company measures performance according to a triple bottom line. For-benefit companies define success not just in dollars, but by their ongoing social, environmental, and economic influence within their local and global communities.

> PEOPLE 슈 PLANET 42 PROFIT

With a for-profit head and a nonprofit heart, for-benefit companies create a thriving world while financially sustaining themselves.



www.gamechangers500.com

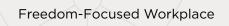
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**Benevolent Benefits** 

3. Demonstrate Your Values

Employee Growth Ecosystem

Tribe Culture



**Considerate Compensation** 

Remarkable Customer Care

Earth-Friendly Energy

Water & Waste Minimizer

**Eco-Minded Materials** 

**Planet-Friendly Partners** 

Caring Through Sharing

CONE COMMUNICATIONS / ECHO GLOBAL CSR STUDY 2013 NET IMPACT, WHAT WORKERS WANT 2012 RAJ SISODIA, FIRMS OF ENDEARMENT, 2014 CONE COMMUNICATIONS SOCIAL IMPACT STUDY 2013