

SOCIAL CIVIL AL IMPACT

social impact: addressing societal challenges to create economical and societal value.

THE GROUNDWORKS OF THE TOOLKIT

TRADITIONAL BUSINESSES ARE PRESSURED TO ACT ON THEIR SOCIAL RESPONSIBILITY. BUT IT DOES NOT COME PAIRED WITH AUTOMATIC KNOWLEDGE ON THE TOPIC. HENCE, THIS WORKBOOK. IT PROVIDES PRACTICAL GUIDANCE TO CREATE A STRONG COHERENT VISION ON SOCIAL IMPACT.

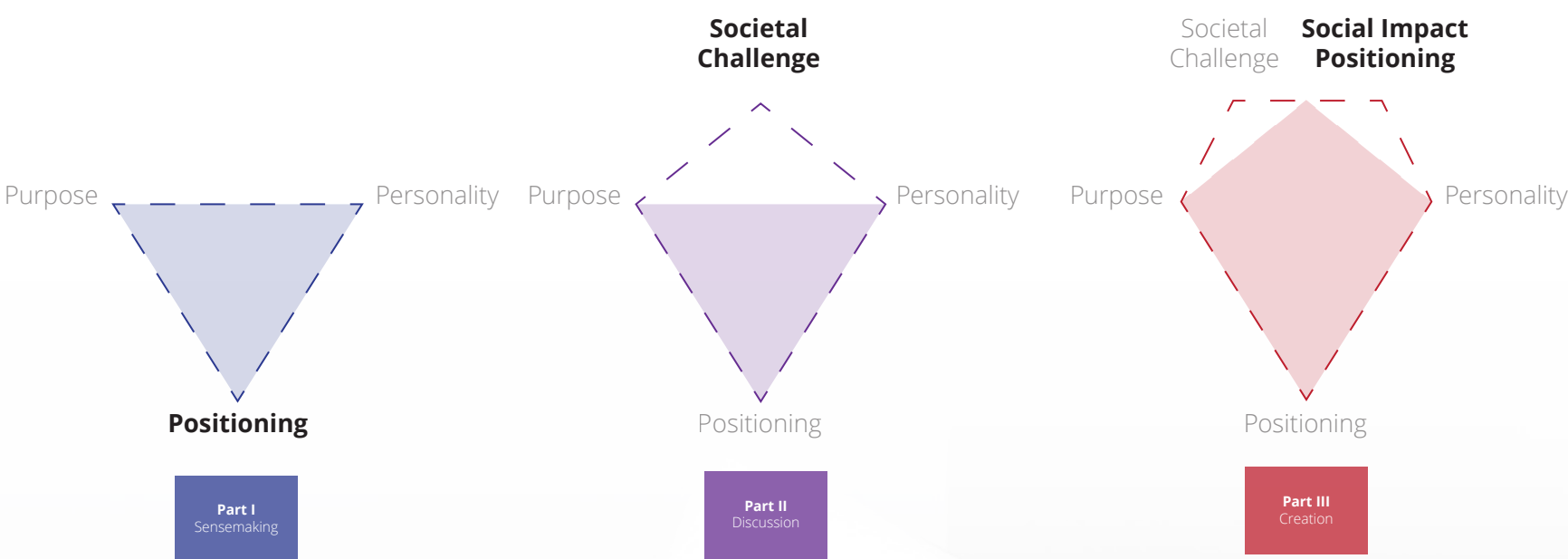
THIS IS THE FIRST STEP TO CREATE RELEVANT, CREDIBLE AND LASTING CHANGE.

HEARTBEAT STRATEGY, A RESEARCH AND STRATEGY CONSULTANCY, TAKES THEIR CLIENT ON A 6-WEEK ADVENTURE IN WHICH THEY **CO-CREATE A SOCIAL IMPACT POSITIONING** USING THE WORKBOOK PORTRAYED BELOW.

THE 'SOCIAL IMPACT POSITIONING MODEL' IS AN ADAPTION OF THE EXISTING THEORETICAL 'BRAND DNA MODEL', PORTRAYED BELOW.

A SOCIAL IMPACT POSITIONING IS INTERTWINED WITH THE FOLLOWING BUSINESS ASPECTS:

CORE VALUES
MISSION STATEMENT
BUSINESS' ADDED BENEFIT
EFFECT ON TARGET AUDIENCE
and their SOCIETAL CHALLENGE FOCUS



THE BRAND DNA MODEL
(Mark & Pearson, 2002; Aaker, 1996; Kapferer, 1997; Keller, 1992)

RESULT OF THIS THESIS
(Soetoredjo, 2019)

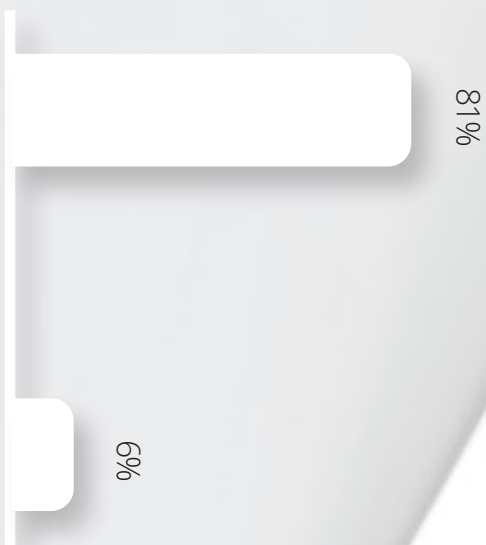
A FACT

CONSUMERS BELIEVE THAT **BUSINESSES HAVE A SOCIAL RESPONSIBILITY TOWARDS SOCIETY.**

(Cone/Echo, 2011)

CONSUMERS BELIEVE THAT BUSINESSES SHOULD ONLY MAKE MONEY.

(Cone/Echo, 2011)



THE ULTIMATE TRIFECTA

THESE INSIGHTS WERE CRUCIAL IN DESIGNING THE TOOLKIT.



1. Create **STRONG COHERENCE** between social impact and core business
(Bhattacharya, 2010; Morsing, 2008; Forehand, 2003)
2. Focus on **INTERNAL COMMUNICATION**
(Yuan, 2011; Dawkins, 2004)
3. Balance **IDEALISM AND BUSINESS**
(Mousiolis, 2015; Longo, 2005; Personal interviews conducted with Moyee, Lemonaid and MUD Jeans, 2019)

