



*“Entrepreneurs start companies.  
Leaders start movements. I  
work with leaders who are  
brave enough to take a stand  
for good.”*

*Sheila D. Jackson, M.Ed.  
Social Impact Strategist & Consultant*

**SCOPE OF SERVICES**

# SOCIAL IMPACT STRATEGY: THE NEW BLACK

Consumers want more than a good product or service. They want to support a company who does good - one who cares about inclusion, sustainability, the environment and humankind.

Furthermore, we have seen how consumers will reward or punish brands around their social impact or corporate social responsibility decisions.

It's time to be more strategic in what your company represents and how you communicate it.



# BE A FORCE FOR GOOD

It's more than a social challenge, it's an enormous business opportunity.

A thoughtful Social Impact Strategy can:

- Set your company apart as a leader and innovator
- Facilitate stronger relationships with your staff and consumers
- Open doors to new business opportunities
- and most importantly, drive social change - as well as get your brand in front of a new audience



# DISCOVER YOUR VOICE

Whether it's a new plan or you need to recalibrate and refresh your existing social impact strategy, I can help you:

- Gain clarity about the social cause or movement you want to champion
- Carve out a unique space within your industry
- Engage your target audience with an authentic story and strategies that reflect the DNA of your company - it's mission and core values



# STAND BEHIND IT

I create strategies that align profit with purpose.

I conduct a risk assessment to ensure your company creates value and to reduce your risk of engaging in practices that could damage consumer trust in your brand.

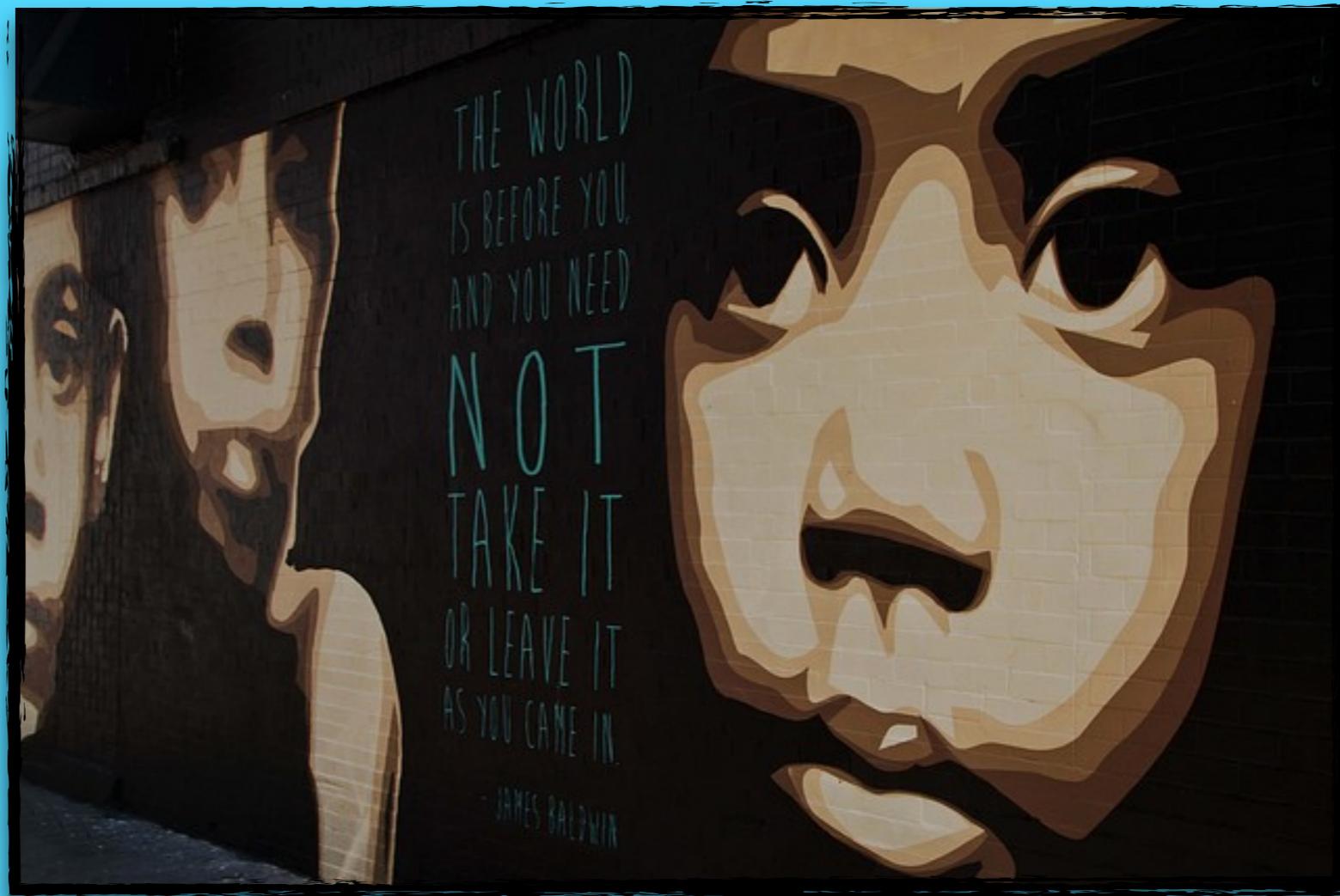
I integrate positive social impact into your business model by identifying causes that align with your objectives - that showcase your product or service, and benefit the community, at the same time.

I identify organizations and stakeholders and develop 'ideal cause partnerships.'

I design all elements of your social impact program, set timelines and, if necessary, build the team or work with in-house team members who will execute the plan.



# CHANGE THE WORLD



“Let’s talk about how I can be of service to your company.”

**SCHEDULE AN APPT:**

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