

Transcript: We need to fix our strategy, tools and processes.

- I see lots of business strategies that have been written in a dark room, without solid evidence to support the way forwards.
- It's human nature – where there's ambiguity, we take our best guess.
- And many organisations treat their business and social value strategies as very separate documents.
- I'd like to suggest a different approach.
- The more transformative opportunity is in harnessing your social value in support of future planning.
- By this I mean:
 - If you fully understand what your customers and shareholders value, you can integrate this within your business strategy to drive improvements to products and services.
 - If you know what your employees need and value, you can incorporate this to improve your working culture, engagement and retention.
 - If you know how to measure your impact, you can report this alongside your financial return at the same intervals – monthly, quarterly, annually.
- It's about having the knowledge at hand to better prepare for the future. A more data-based and evidence-based approach.
- It elevates your strategy to become much more connected with your people and the audiences you serve.
- Clients also come to us for support with measurement frameworks and approaches. Maybe they've started using the TOMs framework but have discovered limitations. Or wonder if a different methodology might be more suited to their needs.
- Because we have expertise in all recognised social value methodologies, we can help you blend approaches.
- The result should be a much more robust, consistent and measurable approach.
- And a social value strategy that works with your strategic business cycle.
- Below, you'll find a typical journey for a company who are grappling with these kinds of challenges.
- We can absolutely work with you to tailor this – so please don't hesitate to drop me a line.