

## **Transcript: We're just starting this journey – make it simple for us.**

- Often the biggest lightbulb moment – and sense of relief – comes from realising you're not actually starting from scratch.
- Just by operating....by paying employees, working with suppliers and delivering goods and services that people need, you're creating social value.
- Our job is to help you get confident with how this value is quantified, measured and reported.
- We also work with lots of clients who've perhaps just expanded the role of an individual to include social value.
- This might be someone in a role like communications or business development or HR, who's role has a natural fit.
- But perhaps that individual has quite limited previous experience.
- Then our goal is to work on boosting that person's skills, confidence and knowledge, so that they are clear on where they are starting and what good practice looks like.
- We've recently helped [example client] with a similar challenge... [Dave to expand]
- For organisations and individuals who are just getting started, we usually recommend starting with our Gap Analysis. From there, we can help you to put a longer-term plan in place.
- We can also arrange for training or mentoring to suit your needs.
- Below, you'll find a typical journey for a company who aren't too sure of their starting point.
- We can absolutely work with you to tailor this.
- Finally, we promised you a couple of immediate quick wins. I recommend signing up to the Good Business Charter if you've not already done so, and you should also check out Mental Health at Work and Real Living Wage.
- These are simple things you can do to create immediate benefits for your employees and customers.
- For more tips like this, let's have a chat.