

Transcript: We're unsure of our starting point.

- We see clients at all points of the spectrum who aren't quite sure what level of maturity they've reached in their social value journey.
- From global organisations to smaller charities.
- For example, we've recently worked with international healthcare and construction clients
- And they've had:
 - Well established charitable partnerships
 - Environmental policies
 - Wellbeing programmes
- But they weren't sure how all of these things stacked up against an accepted view of best practice. They had elements of a strategy, but it didn't feel cohesive.
- They didn't know what their gaps were.
- And they weren't sure how to use their social value strategy to support their business goals.
- They knew this was becoming a fundamental part of winning work, and wanted to gauge their position versus their competitors.
- If this resonates with you, we usually recommend starting with our Gap Analysis. From there, we can help you to put a longer term plan in place.
- We also suggest you start your pathway to accreditation.
- With our support, clients at this stage have gone onto achieve the Social Value Quality Mark. They have a much stronger understanding of the value they create and the gaps they need to address.
- And in turn, how they can use this knowledge to create competitive advantage – whether that's attracting talent or achieving the higher tender scores.
- 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 – so please don't hesitate to drop me a line.