

Good Business Worksheet

How you make your money	First step: Understand your business model	Innovate	Accelerate	Decelerate
How you spend your money	First step: Understand the impact of your spend	Innovate	Accelerate	Decelerate
How you invest in your people	First step: Understand your values alignment	Innovate	Accelerate	Decelerate

Good Business worksheet, Part 1: How you make your money

	First step: Understand your business model	Innovate	Accelerate	Decelerate
How you make your money	<i>Which areas of impact can help align your business model with social impact?</i> • Acquisition • Internal Innovation • Product/Service Innovation • Customer Engagement <i>What is some low-hanging fruit that would be easy to change?</i> <i>What are some areas for higher impact?</i>	<i>Which areas of impact within your company can benefit from innovation?</i> <i>How will you bring innovative practices into these areas of impact?</i> <i>What are your next steps to implementing these changes across your company?</i>	<i>Which areas of impact can benefit from an acceleration of impact practices?</i> <i>How will you accelerate impact practices within these areas of impact?</i> <i>What are your next steps to implementing these changes across your company?</i>	<i>Which areas of impact within your company are doing more harm than good?</i> <i>What changes can you make in these areas of impact to decelerate the harm being done?</i> <i>What are your next steps to implementing these changes across your company?</i>

Good Business Worksheet, Part 2: How You Spend Your Money

	First step: Understand the impact of your spend	Innovate	Accelerate	Decelerate
How you spend your money	<i>Which areas of impact can you shift your spending habits?</i> • <i>Procurement and Vendors</i> • <i>Supply Chain</i> • <i>Banking and Other Financial Services</i> • <i>Employee Benefits</i> • <i>Community Spending</i> <i>What is some low-hanging fruit that would be easy to change?</i> <i>What are some areas for higher impact?</i>	<i>Which areas of impact within your company can benefit from innovation?</i> <i>How will you bring innovative practices into these areas of impact?</i> <i>What are your next steps to implementing these changes across your company?</i>	<i>Which areas of impact can benefit from an acceleration of impact practices?</i> <i>How will you accelerate impact practices within these areas of impact?</i> <i>What are your next steps to implementing these changes across your company?</i>	<i>Which areas of impact within your company are doing more harm than good?</i> <i>What changes can you make in these areas of impact to decelerate the harm being done?</i> <i>What are your next steps to implementing these changes across your company?</i>

Good Business Worksheet, Part 3: How You Invest in Your People

	First step: Understand your values alignment	Innovate	Accelerate	Decelerate
How you Invest in your people	<i>Which areas of impact will help you invest in your people?</i> • <i>Recruitment</i> • <i>Training and Promotion</i> • <i>Compensation</i> • <i>Diversity and Inclusion</i> • <i>Benefits</i> • <i>Employee Ownership</i> <i>What is some low-hanging fruit that would be easy to change?</i> <i>What are some areas for higher impact?</i>	<i>Which areas of impact within your company can benefit from innovation?</i> <i>How will you bring innovative practices into these areas of impact?</i> <i>What are your next steps to implementing these changes across your company?</i>	<i>Which areas of impact can benefit from an acceleration of impact practices?</i> <i>How will you accelerate impact practices within these areas of impact?</i> <i>What are your next steps to implementing these changes across your company?</i>	<i>Which areas of impact within your company are doing more harm than good?</i> <i>What changes can you make in these areas of impact to decelerate the harm being done?</i> <i>What are your next steps to implementing these changes across your company?</i>