

# What is your

**W**hy, **M**ission, **P**urpose

Purpose Led Design, Strategy,Innovation and Facilitation

Contact Us

"The Why is a social and environmental impact consultancy  
focused on inspiring,defining, and bringing to life a more  
purposeful future"

## Why was The Why founded?

The Why is a private and public sector consultancy founded on the belief that we can leave  
the world a better place than the one we came into.

This is business consulting *with a difference.*

We intend to bring your triple bottom line to life, maximizing profit, people, and planet. We believe in the power of purpose for achieving these outcomes.

We meet you where you are, scale and pivot with you, all while being human and discovering the thrill of what it means to be us, the greatest wonder in the world.

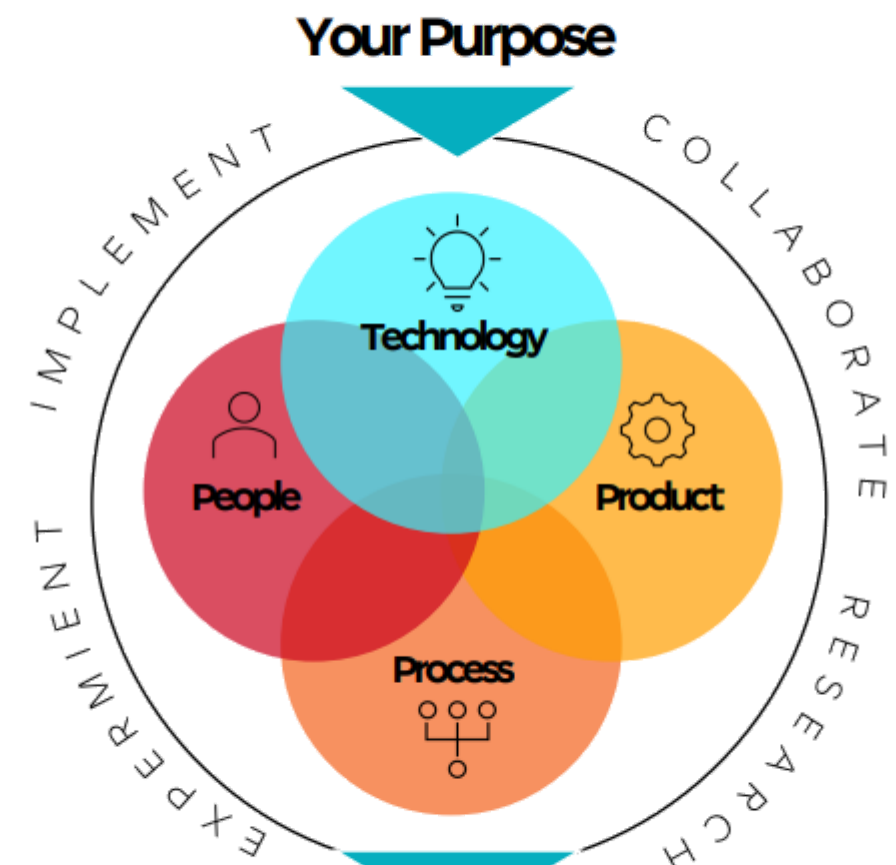
## What the problems do we solve?

Key issues:

- "title of the problem"
- "title of the problem"
- "title of the problem"
- "title of the problem"

## How does The Why deliver value? A holistic focus on outcomes

We take a robust effort to put purpose at the heart of developing and implementing new solutions by combining technology, products, processes, and people to create change. This is underpinned by collaboration, research, experimentation, and implementation. We are agile – we amend objectives and capabilities as we learn, and we test and experiment to get better outcomes.





Research and  
Discovery



Strategy and  
Innovation



Collaboration and  
Facilitation

We deliver purpose driven...

## Do you want to:

- Consolidate a wide array of data to create actionable insights?
- Rally your team around the “aha” moments and a single version of the truth?
- Have the confidence to take your team from ideas to action?

## How we can help:

- Defining purpose-driven research plans that embed a wide range of methods to uncover insights and develop meaningful findings
- Blending tactics like benchmarking, stakeholder interviews, customer focus groups, and surveys
- Developing actionable insights

## Research and Discovery



DESIGN RESEARCH



STAKEHOLDER & SYSTEM  
ANALYSIS



BENCHMARKING

What is some of our impact ?





# Melissa Saoudy

Our founder, Melissa, is an impact advisor, creator, and doer. Her sweet spot is at the nexus of purpose, strategy, and innovation. She has a strong passion for digitally-enabled social impact, bringing this to life in the private and public sectors. She thrives when working towards better outcomes in healthcare, entrepreneurship, social services, and sustainability. Lately, she has been working to develop meaningful Web 3 business models and managing teams to bring them to life. A strong and empathetic project manager, she love coaching and collaborating closely with clients and multi-disciplinary teams. Her skills include human-centered design, value proposition design, business model innovation, strategy development and execution, stakeholder engagement, innovation management, operational planning and execution. As an experienced facilitator, she has delivered 100+ workshops in the region and counting. She has a knack for getting people to unlock their collective genius and turn their ideas into action.

Reach out to me:

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