

Social Impact Strategy

Lesson 1: Understanding your motivations and turning thoughts into action

Getting started

Why do businesses care about social purpose?

Where does your business fit in the world?

What are your values and motivations?

Intrinsic and extrinsic motivations

What are your business's social impact aspirations?

Reflecting on your social impact aims

Lesson 2: Embedding your social purpose into your core business practices

Embedding your values into your core business practices

Explore your own value chain

Why do you need to make choices?

Decision making for your priorities

Discussing your social purpose plans

Lesson 3: Measuring your impact

Why is it important to measure your impact?

Theories of Change: Outcomes, outputs and impacts

Measuring your impact

How is your business going to measure its impact?

Next steps

End of course assessment

Congratulations

Progressing to the next course in *10,000 Women*