



IMPACT

Helping leaders innovate for a sustainable future

OUTCOME

WHY NOW...

Brands that ranked high on purpose and meaning experienced

46%

greater market share gains than lower-rated brands.

Source:
Havas Worldwide 2015 study

“Global consumers are

4-6x

more likely to trust, buy, champion and protect those companies with a strong purpose over those with a weaker one.”

Source:
2020 Zeno Strength of Purpose Study

At the United Nations’ annual climate conference in 2019,

>630 investors

collectively managing over US\$37 trillion in assets, signed a statement urging companies to take stronger action to address climate change.

Source:
UN News - COP25

CONTEXT

“Each of our stakeholders is essential. We commit to deliver value to all of them, for the future success of our companies, our communities and our country.”

Business Roundtable, Statement on the Purpose of a Corporation, 2019

We're near a tipping point where incorporating responsible business practices into your business model will no longer be a 'nice to have' but a 'must have'.

To adapt, survive and thrive you need to innovate:

- Revising the problems you are solving
- Rethinking the collaborations you have in place
- Reimagining business models

Your ability to innovate is now crucial!

New regulations and rapidly changing demands from consumers, employees and investors are a catalyst for innovation. So, companies that can respond to the changes and opportunities will have the advantage.

To meet your corporate responsibility targets and maximise the value you create, your organisational culture needs to be able to foster and enable successful innovation.

01

Identify current state & define ambitions

In module 1, we help you identify a starting point for innovation - understanding where you are now, where you want to get to and the greatest opportunities for innovation

02

Define the strategy & impact roadmap

In module 2, we help you become clear on the impact you want to have as a business. We then help you create a roadmap for delivering that change.

03

Accelerate new business models

In module 3, we help your teams develop and test ideas that address the innovation opportunity areas uncovered in the first two stages.

04

Ethical leadership

Working in partnership with any existing leadership development programme in module 4, we help leaders evolve both their decision-making processes and their behaviours.

OUR APPROACH

OUTCOME

www.weareoutcome.co

PROGRAMME OUTCOMES

Module 1

Identifying ambitions

- Understanding of the biggest opportunities for innovation
- Vision of what 'responsible business' means to you

Module 2

Defining strategy

- Shared vision of the impact you want to have as a 'responsible business'
- A clear understanding of how you might achieve that impact
- A view of the ecosystem in which you are operating and the other key players

Module 3

Accelerating impact

- Problem-solution fit achieved by majority of the teams, including pivots
- Increased confidence in the organisation's Impact Roadmap
- Teams demonstrate an increased awareness of how to develop ideas that incorporate social and environmental impact as well as financial sustainability
- Teams have a base understanding of how to measure impact the challenges of doing this

Module 4

Ethical leadership

- Shared understanding of how leadership behaviours need to change to lead a 'responsible business'
- Agreed decision-making approach which take into account financial and non-financial metrics

OUTCOME

Helping leaders shape the future

Never before have we had so much opportunity to shape the future. But, what got us here, won't get us there!

So, talk to us about designing a different approach to helping your organisation drive growth and create value through innovation. Our dual-operating (micro-fast, macro-slow) methodology means we work with leaders to solve today's innovation-led growth challenges while building the capabilities for solving the longer-term high-value problems and opportunities shaping the future presents.

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