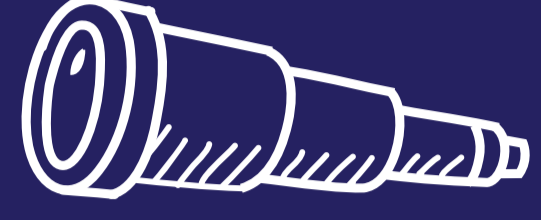


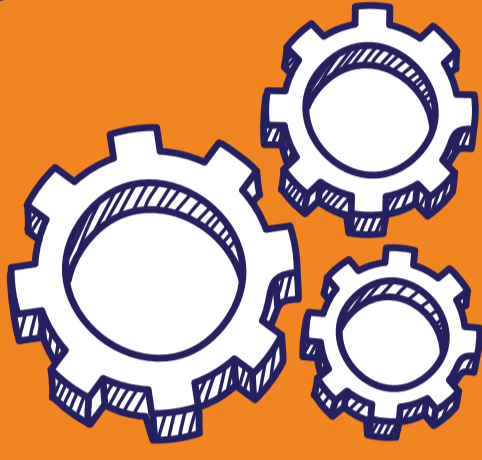
TOP TIPS

for enterprises for social good

1 Focus on your **PURPOSE**



- Be crystal clear why your organisation exists. Stick to it.
- Avoid "mission drift". You confuse people & you can confuse yourselves.
- Put your purpose at the heart of your messaging in all communications: to all your audiences including your supporters.
- Remember, your purpose makes for good recruitment & excellent partnerships.



Power of **COLLABORATION**

2

- Don't compete. Collaborate.
- There's power in giving & sharing.
- Choose partners carefully. Look for the synergies.
- Think broadly. Explore cross sector collaborations.
- Look at collective actions on current issues or agendas – they are not permanent.

3 Keep an eye on the **CASH**

- Really understand costs & margins.
- Know the value you deliver & what people will pay.
- Keep costs under review.
- Look for opportunities to expand or be more effective.



Measure your **IMPACT**

4

- Define what success looks like – what will have changed & when?
- Choose some 'impact measurements' to track. Make them clear & specific.
- Track all the time and review regularly.
- Leverage the progress you are making. Celebrate progress.

5 Share **POWERFUL STORIES**

- Ask what you want to achieve in storytelling.
- Explain why you exist at all – & your social impact.
- Tell stories about people. Real life stories are powerful.
- Statistics & data justify your work & back-up emotional statements.
- Write for the channels where you will find the audiences you need to engage. (Social media, local journalists, blogs).



OxLEP Business helps businesses to navigate around a complicated landscape & find the support they need to thrive.

For business support information get in touch with our team:

t: 01865 897181

e: business@oxfordshirelep.com