

**TAKING THE LEAD**



# **ACTIONABLE STEPS**

Unleash your impact potential  
towards sustainability and  
regeneration

# CULTURE

## **1. Clearly define and articulate your purpose**

Clearly define the purpose of your company by expressing the social and/or environmental challenge(s) you want to solve. Make sure this purpose is at the core of your company's DNA.

## **2. Expresses how you will create societal value through your work**

Explain how you intend to solve the social and/or environmental challenge(s) with a clear action-angle. Clearly express how your approach contributes to systemic change.

## **3. Engage your employees**

Make sure your employees actively manifest their commitment to delivering the higher purpose of your company by understanding it and embodying its core values.

## **4. Develop a culture that fosters the development of your employees**

Make sure your culture fosters the development of each and every member of your team so that they can grow together. Ensure that your employees can bring their wholeselves to work and self-manage while implementing your purpose.

## **5. Hold a safe space for failures and successes**

Pursuing a high repurpose and driving change involves mistakes and achievements. Encourage your team to experiment with new ways of doing and thinking.

## **6. Communicate about your purpose**

Build a transparent and empowering narrative encouraging your partners and customers to make sense of your purpose. Ensure that your storytelling is jargon-free and inclusive for anyone to understand and rally behind your core message.

# ENGAGEMENT

## **1. Design formal procedures to engage your ecosystem**

Create formal procedures to engage stakeholders, employees, and partners with your social and/or environmental impact. Ensure that you have a clear engagement plan enabling them to support your purpose.

## **2. Set up an advisory and/or main board**

Invite advisors from various fields and backgrounds to join your board. Make sure you foster cognitive diversity by inviting individuals representing local communities, employees, customers, investors, the environment, and partners.

## **3. Develop partnerships and foster collaboration**

Map out other businesses, civil society, and policymakers who have similar interests and goals. Facilitate co-creation with these partners to advance your purpose.

# GOVERNANCE

## **1. Be accountable for delivering your social and/or environmental purpose**

Make sure your purpose is enshrined in your legal constitution and cannot be relegated to the background of your company. Ensure that your purpose will always be the first priority for your business whoever and whatever could influence your company journey.

## **2. Uphold the highest standards of care and integrity**

Do your best to uphold the highest standards of care and integrity with your employees, partners and stakeholders. Ensure that your company treats people and partners with respect and care.

## **3. Design a code of ethics for your company**

Co-design a code of ethics with your team and share it widely with your partners, employees, and suppliers. Make it clear that your company stand against bribes, kickbacks, and gifts as well as transparently reports on financial and in-kind contributions.

## **4. Develop anti-corruption procedures**

Develop anti-corruption procedures for your employees, suppliers, customers and partners. Make sure that you have clear rules and procedures for reporting with anonymity and respond to all complaints with clear actions against corruption.

## **5. Be transparent with the general public**

Ensure that all the information related to the ownership of your company, the board of directors, finances, and impact are available to the public. Communicate openly about it and share it with your audience.

# MEASURE YOUR IMPACT

The Compass includes more than 100 data points that will help you assess your practices and move closer to regenerative impact. Explore your impact with the compass: <https://www.makeapositiveimpact.co/positive-compass>



**THE POSITIVE COMPASS**<sup>®</sup>  
Planet, People, Partners, Places, Purpose

## KEY

### **PURPOSE**

*Mission at the Core  
Engagement  
Culture  
Governance*

### **PLANET**

*Zero Waste  
Net Zero & Beyond  
Good Materials  
Circular Models*

### **PEOPLE**

*Team Wellbeing  
Fair Pay & Executive Pay  
Empowerment  
Diverse Teams*

### **PARTNERS**

*Slavery Free  
Good tech  
Fair Value  
Healthy Supply Webs*

### **PLACES**

*Community Impact  
Marketplace Ethics  
Biodiversity  
Fair Tax*

# MOVING FORWARD

## **Contribute to improving the Compass methodology**

The Compass is a dynamic methodology. If you have any insight on how we might be able to improve it, please get in touch. All of us have a stake in co-creating a regenerative future. You can get in touch at [contact@makeapositiveimpact.co](mailto:contact@makeapositiveimpact.co)

## **Receive support and guidance to apply the Compass methodology**

If you would like any support to review your business' impact and receive guidance on how to transform your business, please reach out using the email below [contact@makeapositiveimpact.co](mailto:contact@makeapositiveimpact.co)

## **Discover our toolkits and roadmaps to foster your impact**

The navigation tools are developed over several months within the Regen Futures Lab in collaboration with by experts, academics, business leaders, and reviewers. All the toolkits are aligned with the five principles of the Positive Compass empowering you to move towards Regeneration. Download them for free on our website: <https://www.makeapositiveimpact.co/changemaker-resources>



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[www.makeapositiveimpact.co](http://www.makeapositiveimpact.co)

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