

# WHY BE A FOR-BENEFIT COMPANY?

1. Align with consumer preferences
2. Attract top talent
3. Outperform traditional for-profit peers
4. Become a millennial magnet
5. Attract values-aligned investors

The results are in: doing good is good for business.\*

91%

of global consumers would switch brands if a different brand of similar price and quality supported a good cause

83%

of millennials surveyed believe business should be involved in social issues



70%

of people consider social and environmental impact when deciding where to work

**PURPOSE-DRIVEN**

companies outperformed the S&P500 by 14:1 over a 15 year study

# HOW CAN MY COMPANY BECOME FOR-BENEFIT?

## 1. Declare Your Intentions

The best way to start is to go **public**. Declare your solidarity with the for-benefit movement by signing the Declaration of Interdependence.

## 2. Commit to Your Purpose

Show that your company exists for a **purpose** beyond profit.

### Craft a Theory of Change

Determine how your organization's mission will be realized and measured, and the strategic mix of products, services, and initiatives you will prioritize to create your intended impact.

### Produce an Impact Report

This yearly report highlights your organization's effectiveness in meeting your stated mission, maximizing benefit to everyone involved, and minimizing environmental harm.

### Establish Legal Protection

Applying appropriate legal tools helps to uphold your mission and protects your social and environmental commitments, regardless of changes in capital and leadership.

## 3. Demonstrate Your Values

Establish operating **practices** that provide maximum benefit for people and the planet.



Benevolent Benefits



Earth-Friendly Energy



Employee Growth Ecosystem



Water & Waste Minimizer



Tribe Culture



Eco-Minded Materials



Freedom-Focused Workplace



Planet-Friendly Partners



Considerate Compensation



Caring Through Sharing



Remarkable Customer Care

\*SOURCES:  
CONE COMMUNICATIONS / ECHO GLOBAL CSR STUDY 2013  
NET IMPACT, WHAT WORKERS WANT 2012  
RAJ SISODIA, FIRMS OF ENDEARMENT, 2014  
CONE COMMUNICATIONS SOCIAL IMPACT STUDY 2013

## 4. Measure Your Impact

A for-benefit company measures **performance** according to a triple bottom line. For-benefit companies define success not just in dollars, but by their ongoing social, environmental, and economic influence within their local and global communities.

PEOPLE

+

PLANET

+

PROFIT

*With a for-profit head and a non-profit heart, for-benefit companies create a thriving world while financially sustaining themselves.*



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