

# what type of wavermaker are YOU?

## START

Just ask a Millennial! **92%** believe that success should be measured by more than profit.

ARE SOCIAL OBJECTIVES AMONG YOUR TOP PRIORITIES?

YES

When it can be a priority, we try



WHAT MAKES IT A PRIORITY?

**7** out of **10** CEOs have or are developing philanthropic strategies that support the company's bottom line.

It's a good business opportunity

It's true to mission and business interests

It ties directly to my mission and/or values



HOW CLOSE ARE YOU TO THOSE YOU SERVE?

I'm one of them

My organization serves them

Global civil society amounts to **5%** of annual GDP, as big as the UK economy.

WHAT IS YOUR ORGANIZATION'S BIG ADVANTAGE IN MEETING HARD-TO-SERVE NEEDS?

In the US, **12%** of all investments, or about **\$3** trillion, are socially responsible.

We bring a new approach

Our established expertise

Our scale and distribution



STEADY SUPPLIERS

Your organization knows the backstory of the problems you are trying to tackle because you are veterans on the issue. Whether part of government, a contractor, or a third-party provider, the nuts and bolts of delivering services to those in need is second nature.

**Tip:** Combining your contextual knowledge with the creativity of Public Value Innovators could lead to solutions neither is currently delivering.



PUBLIC VALUE INNOVATOR

Your organization experiments with new technologies and models to craft solutions that in prior years wouldn't have been possible. Whether as a social enterprise, profit-seeking startup, or R&D unit in a larger institution, your team breaks traditional tradeoffs.

**Tip:** Leverage the reach of Multirational Multinationals to bring your solutions into more communities.



MULTIRATIONAL MULTINATIONALS

Your organization has the capacity and resources to reach a global market, which many smaller and less resourced entities would struggle to achieve. Your enterprise incorporates socially responsible decisions into the core business, from sourcing decisions to product quality standards to clear labeling for consumers.

**Tip:** Extend beyond traditional "mainstream" markets by thoughtfully engaging Citizen Changemakers to gain local insights and ideas.



CITIZEN CHANGEMAKERS

You are an individual that acts as a catalyst of change, drawing awareness to pressing needs, engaging in problem solving through collaborative platforms, and sharing solutions with those in your virtual and physical communities.

**Tip:** Provide feedback and local perspective to Steady Suppliers, Investors, and others so that what they provide to communities effectively targets root issues.



INVESTORS

The high visibility of your organization affords the convening power to rally various contributors around a shared objective, channeling resources where they will have the greatest impact.

**Tip:** Connect Wavemakers who otherwise wouldn't interact by demonstrating how working together will amplify the benefits for all involved.



IF IT'S GOOD FOR BUSINESS, THEN WOULD YOU PURSUE IT?

YES

This doesn't impact me

Are you sure? In the fast-growing solution economy, consider:

- Corporate philanthropy for listed companies exceeds \$40 billion
- Last year, citizens logged onto 452 crowdfunding platforms, funded 1 million campaigns, and raised \$1.5 billion; 100 new crowdfunding platforms are gearing up to launch
- Global revenue generated by socially responsible enterprises is \$2.1 trillion