

# The Importance of Sustainability When Pursuing Social Impact with Bessi Graham

Are you passionate about doing good in the world? If you're like many driven women leaders, you probably dream about impacting change in your community. However, very few realise that making money is essential to sustaining their efforts. Most are wrapped up in the idea that they should stay in one lane—for profit or to serve.

In this episode, Bessi Graham debunks this myth and shows us that we can marry doing good with making money. She advocates for businesses to be a part of solving societal problems. This workbook will help you shift your perspective as well so that you can continue to impact the world positively. In addition, you'll reflect on the factors you need to consider as you lead your team and scale your operations.

## QUOTE TO REMEMBER

*'If you refuse to engage with the financial sustainability... the challenge that you will continue to have is you only can access the pools of capital that are there as donations or grants or government funding.'*

## Activity: Leading a Sustainable Business for Good

### Resolving Your Money Mindset

As a leader, you have to address your mindset around money. How do you feel about engaging with financial sustainability when it comes to your organisation? If you are uncomfortable about this idea, where does this discomfort stem from?

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Why is it crucial for you to break out of the 'charitable only' mindset and charge a commercial rate for your services?

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## Engaging with Stakeholders

To get funders and investors on board, you have to learn how to tell a story that's attuned to their interests. Instead of focusing on your personal driver, you have to emphasise how your organisation can help them achieve their goals.

As a practice, think of a possible funder. What pain points of theirs can you address?

<b>Funder:</b>
<b>Pain Points/Goals:</b>

## Creating More Impact

Scaling is not the only way for your business to create more impact. Especially in grassroots settings, your organisation can benefit more from replicating a model. You can also make a model that other groups can emulate. Bessi also mentions the power of making collective decisions with other small organisations to influence decision-making.

Which of these approaches is the most applicable to your enterprise? How can you implement this to make your efforts more sustainable?

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## Mapping Out Your Capital

Capital does not only come in the form of money. You may not realise it, but you have resources that you can leverage for your business. These may be human or social capital. List and map them out in the space provided below.

## Being Accountable

Having good intentions does not automatically mean that you're making a positive impact. To know if you're actually achieving your mission, you need to know what success looks like.

How can you measure and track your goals?

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From a business and societal good perspective, what's the value of knowing this information?

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## Making Ethical Investments

In addition to making a positive impact through your business, you can also use your money for good through ethical investments. You can be more thoughtful about where you invest, spend, and store your money.

Evaluate your investment portfolio and your savings. Do the companies you invest in have sustainable and equitable practices? Like you, do they strive to make a positive impact in your community? What about your financial institution?

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What about your spending habits? Make a list of everyday items that you buy or shops that you frequent.

Where My Money Goes	
Frequently Bought Items	Frequently Visited Shops

Are your hard-earned dollars going to businesses for good and social enterprises? Should you make some changes to your spending habits?

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## Seeking Sound Advice

Not all criticisms hold equal weight. As a piece of parting advice, Bessi emphasises the importance of listening to the right voices.

You should seek out the opinions of people who have experienced what you are going through. Conversations with these individuals can make you feel more enriched and less alone.

In the table below, list down people or organisations you can contact when you need sound advice.

My Contact List	
Name / Organisation	How I Can Reach Out

## What You'll Learn from the Activity

This workbook aims to help business leaders resolve their qualms about making money and doing good. As it turns out, the two are intertwined. If you want to continue effecting positive change, you have to think about the financial sustainability of your organisation.

Once you've embraced this mindset, you can then move on to have better discussions with your stakeholders. You can then also begin to think about creating more impact in the world through your business.

# AMBITIOUS ENTREPRENEUR

with Annemarie Cross **Show**

Part of being a leader in your organisation is also recognising your assets and being accountable. You'll get to reflect on your resources in this activity. You will also evaluate how you track and measure if you are actually achieving what you set out to do.

Lastly, you'll complete exercises prompting you to make more ethical investments and seek better advice. Hopefully, completing this workbook helps you in your path to being the change you want to see in the world.