

**THE
ONLY
WAY
IS
ETHICS**

SLEEPING LION



***“You can’t go back and change the beginning,
but you can start where you are and change the ending.”***

C.S. Lewis



SLEEPING LION

THE ONLY WAY IS ETHICS

How to protect People, the Planet and Profits

All Sleeping Lion facilitated workshops are tailor made to suit the attendees. Each session is therefore different, but includes content and exercises included in this workbook.

1. INTRODUCTION

Why bother being ethical?
How CSR has moved on

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Feeding your customers' passion
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WHY BOTHER BEING ETHICAL?

It's unrealistic to think a company can become 'ethical' overnight. The term itself means different things to different people. But all organisations can begin moving in the right direction. Starting with an agreed mission that engages employees, inspires customers, and helps protect the planet - all whilst still preserving the traditional bottom line.

In fact, thoughtful business practice can be highly commercial. Your 'ethical journey' can become central to your company's marketing and communications strategy, setting it apart from the competition. But you can only be ethical in your marketing if you have integrity.

A company does not have to be perfect, but it does need to be honest. Ethical practices need to be supported from the top down to be genuine and become a true part of a company's culture. It is not just about a few 'green' marketing claims.

What are the benefits of being ethical?

It is now widely accepted that businesses have responsibilities beyond simply making profit. But there's many a CFO that would prefer to ignore the moral debate. So it's important at the very start to make both the ethical AND the financial point. The case for adopting more ethical and sustainable business practices is a strong one, which includes driving long-term revenue, actually reducing costs, plus managing risk.

Here are some compelling commercial reasons to support ethical change.

ENHANCING (LONG-TERM) REVENUES	<p>Companies perceived as being socially responsible are rewarded with extra, more satisfied and loyal customers. Perceived irresponsibility can drive customers away.</p> <p>Similarly, businesses with ethical agendas will seek out like-minded suppliers and partners that share their principles.</p> <p>Employees are also more attracted to, and committed to companies perceived as having a moral purpose.</p>
REDUCING COSTS	<p>Sustainable behaviour can reduce costs as it helps in saving energy, reducing waste and cutting out inefficiencies.</p>
MANAGING RISK AND UNCERTAINTY	<p>Voluntarily committing to ethical business practices can, in turn, steal a march on future legislation.</p>
IMPROVING MARKETING AND COMMUNICATION	<p>Companies with authentic and compelling stories to tell gain greater trust and engagement with customers.</p>

HOW CSR HAS MOVED ON

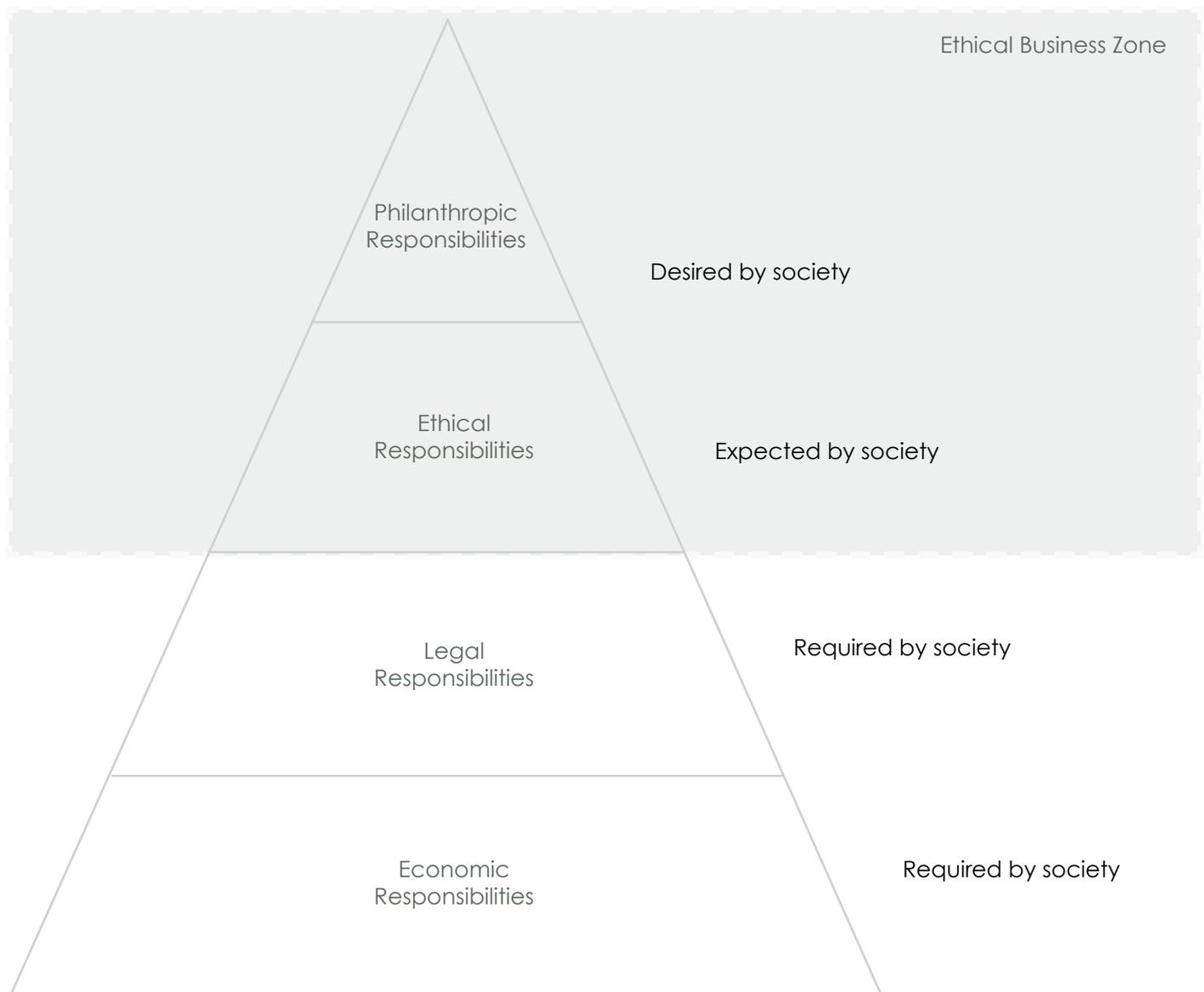
Traditional corporate social responsibility (CSR) mainly covers what is generally accepted as decent business behaviour required by society – legally and economically. Business ethics can be said to begin where the law ends. It's primarily concerned with those issues not covered by law and therefore up for interpretation.

Discussion about the ethics of particular business practices (and pressure from stakeholders and society) can eventually lead to changes in the law, but in many cases it falls to the company's moral compass.

This pyramid illustrates the difference between a company's responsibilities in terms of what is required by society, as opposed to expected or desired.

Ethical responsibility may be expected by society, but it falls to the ethical company to do the right thing, because they are not obliged to do so legally.

At the top, philanthropy is by no means a responsibility, but it is highly desirable and, in many societies, much needed.



HOW CSR HAS MOVED ON

The way companies prioritise different levels of ethical behaviour depends on their overall strategy.

TRADITIONAL CSR

This is a long-standing approach to social responsibility, still widely adopted around the world. It considers CSR as part of a strategy where a company generates its profits without too much consideration for wider societal expectations.

However, once the profit is generated, the company then distributes some of the value created to projects, activities and causes that are important to stakeholders. These activities will ultimately enhance the wider image of the company and bolster its brand identity. Ethical behaviour is therefore 'bolted on'. In Carroll's four-part model, activity for these companies is mostly about philanthropy (Philanthropic Responsibilities).

INTRODUCING THE NEW BUSINESS ETHICS

Modern ethical businesses promote responsible behaviour as an opportunity to generate profits while at the same time living up to expectations of society. Rather than unilaterally dishing out money, they work with stakeholders to understand their interests and expectations. Ethical and sustainable behaviour for these companies is integral, or 'built in' to their core business.

Traditional CSR is now regarded as the old way - making a profit and then doing something responsible with it. The new way builds ethical purpose into the company at the beginning of the financial year, not the end.

	Traditional CSR	Business Ethics
Focus	Risk	Reward
Driver	Image, Brand, Public Acceptance	High Quality Performance/Products
Relation to Bottom Line	No direct contribution	Integral goal: CSR is value creation
Responsiveness	Reactive	Proactive
Emphasis	CSR is bolt-on	CSR is built-in

WHERE TO START

This straightforward basic audit is a good starting point to highlight your current areas of strength and weakness.

COMPANY APPROACH	Y / N	NOTES
The CEO openly supports and prioritises sustainability and ethical behaviour.	<input type="checkbox"/>	
Sustainability is specifically included in the company's mission statement and/or brand values.	<input type="checkbox"/>	
The company's business model is designed to benefit People, the Planet and Profits.	<input type="checkbox"/>	
EMPLOYEE ENGAGEMENT & DIVERSITY		
Employees are given opportunities to get involved in environmental and ethical initiatives.	<input type="checkbox"/>	
The company takes care of its people by paying a fair (living) wage and related benefits (such as wellness programme).	<input type="checkbox"/>	
Underrepresented groups (ie women, minorities, LGBT, individuals with disabilities) are represented at ALL levels of the business.	<input type="checkbox"/>	
ENVIRONMENTAL RESPONSIBILITY		
The company has specific energy and water saving policies.	<input type="checkbox"/>	
Recycling and composting bins are set up and employees are trained on proper sorting procedures.	<input type="checkbox"/>	
Employees are incentivised to take public transport, or bike to work rather than drive.	<input type="checkbox"/>	

SUPPLY CHAIN & PROCUREMENT

Y / N

NOTES

Preference is given to suppliers with a commitment to social and environmental sustainability.

Preference is given to suppliers who are local.

Environmentally preferable purchasing is set up for paper products, cleaning products, and reusable items.

COMMUNITY

The company has a community service policy and encourages employee volunteerism.

The company has a charitable giving policy and makes donations to nonprofit organisations.

The company supports and/or sponsors local events and organisations.

METRICS

The company tracks its energy and water usage, waste generation, and its carbon footprint.

Sustainability goals have been established and communicated throughout the organisation.

The company's sustainability practices have been certified by an independent, third-party organisation.

CHANGING FOR GOOD

Change for good represents a shift in thinking and practice across all business, and involves a 'systems' as well as 'personal' transformation.

The book *Sustainable Business, A One Planet Approach* (Jeanrenaud, Jeaneraud & Gosling) powerfully outlines the shifts needed for a company to work towards becoming a more ethical and sustainable business.

AREA	SHIFT FROM:	TO:
ADVERTISING	Creating consumer demand and fuelling consumerism.	To accountable and responsible advertising which discloses product origin, content, life span, and disposal.
CAPITAL	Exclusive focus on financial and manufactured capital.	To focus that includes human, social and Natural Capital.
CONSUMPTION	A culture of individual hyper-consumerism.	To mindful consumption.
ENERGY	A reliance on fossil fuels and power supplies managed by big utilities companies.	To renewable energy resources.
GOVERNANCE	20th century models of shareholder capitalism.	To new models of stakeholder capitalism.
INNOVATION	Centrally controlled, incremental, inward-looking innovation processes.	To building innovation ecosystems.
LABOUR	Labour merely as a factor of production in which work is exchanged for money.	To fostering entrepreneurship and encouraging creative and purposeful work.
LEADERSHIP	Individual 'heroic' leadership styles.	To leading through building commitment and engagement.
METRICS	The financial bottom line and quarterly reporting.	To measuring what matters and new metrics of success – such as the Triple Bottom Line.

CHANGING FOR GOOD

AREA	SHIFT FROM:	TO:
MINDSETS	Silos and ego.	To systems and eco.
NATURE	Conquering nature.	To 'celebrating diversity' and 'learning from the natural world'.
OWNERSHIP	Shareholder models of ownership.	To different ownership models with alternative power and authority structures, pay scales and metrics of performance.
PLACE	Globalization of trade.	To building local living economies.
PRODUCTION	Sourcing the cheapest supplies possible.	To sustainable supply chain management.
PURPOSE	Exclusive focus on making profits for shareholders.	To achieving profits with a social purpose. The recognition that doing good and making money are not incompatible.
RELATIONSHIPS	Exclusive focus on competition.	To working in long-term alliances, and collaborating with investors, consumers and policy-makers.
SELF	Focus on sustainability problems 'out there'.	To involving the personal and inner dimensions of social change 'in here', or change from the 'inside out'.
TECHNOLOGY	Mass production, stockpiling and global transportation of goods.	To decentralised production on demand at a local level.
VALUES	Top-down, competitive culture.	To caring, sharing, collaborating and serving the community. From 'me' to 'we'.

ESTABLISHING YOUR MORAL PURPOSE

Your purpose resides in the intersection of your strengths, your passions, the company's impact, and the rewards you can generate.

Knowing what intrinsically motivates your people, what you're built to do better than anyone else, and where you can deploy that passion and talent to serve a need or solve a problem in the world is extremely powerful.

This matrix is from the book *Conscious Capitalism Field Guide* (Sisodia, Henry, Eckschmidt) and provides an excellent framework for establishing where your moral purpose is or should be.

1. WHAT IS OUR BUSINESS'S GREATEST STRENGTH? WHAT DO WE HAVE THE POTENTIAL TO BE THE BEST AT IN THE WORLD?

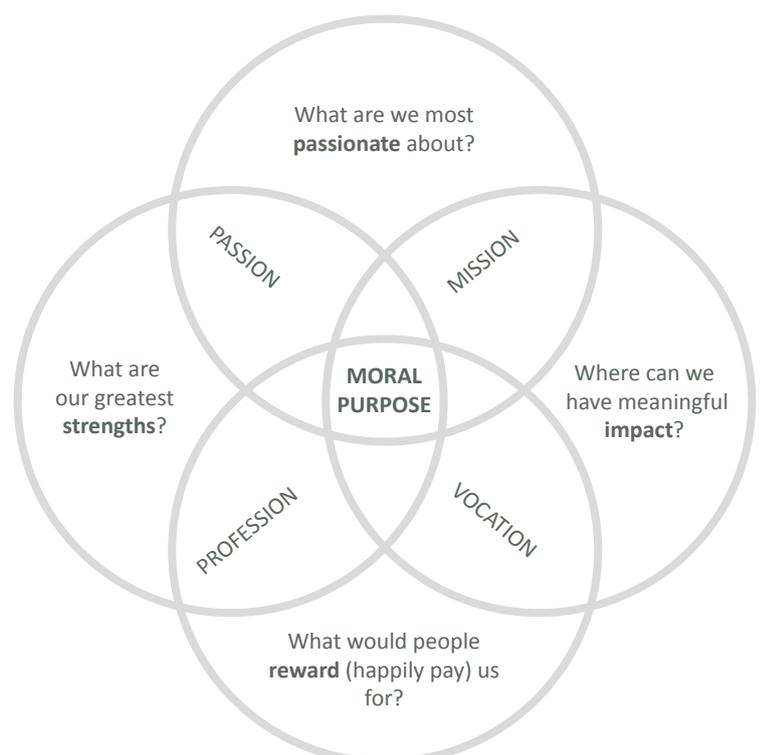
2. WHAT ARE WE MOST PASSIONATE ABOUT? WHAT DO WE LOVE THE MOST ABOUT WHAT WE DO?

3. WHERE CAN WE HAVE THE MOST MEANINGFUL IMPACT? WHICH BIG PROBLEMS OR NEEDS IN THE WORLD ARE WE CAPABLE OF SOLVING?

4. WHAT WOULD PEOPLE REWARD US FOR? WHAT PRODUCTS AND SERVICES WOULD OUR CUSTOMERS HAPPILY PAY FOR (MAYBE EVEN A LITTLE MORE IF WE COULD DELIVER IN A MORE ETHICAL FASHION)?

Do not write formulaic or glib answers to these vital questions.

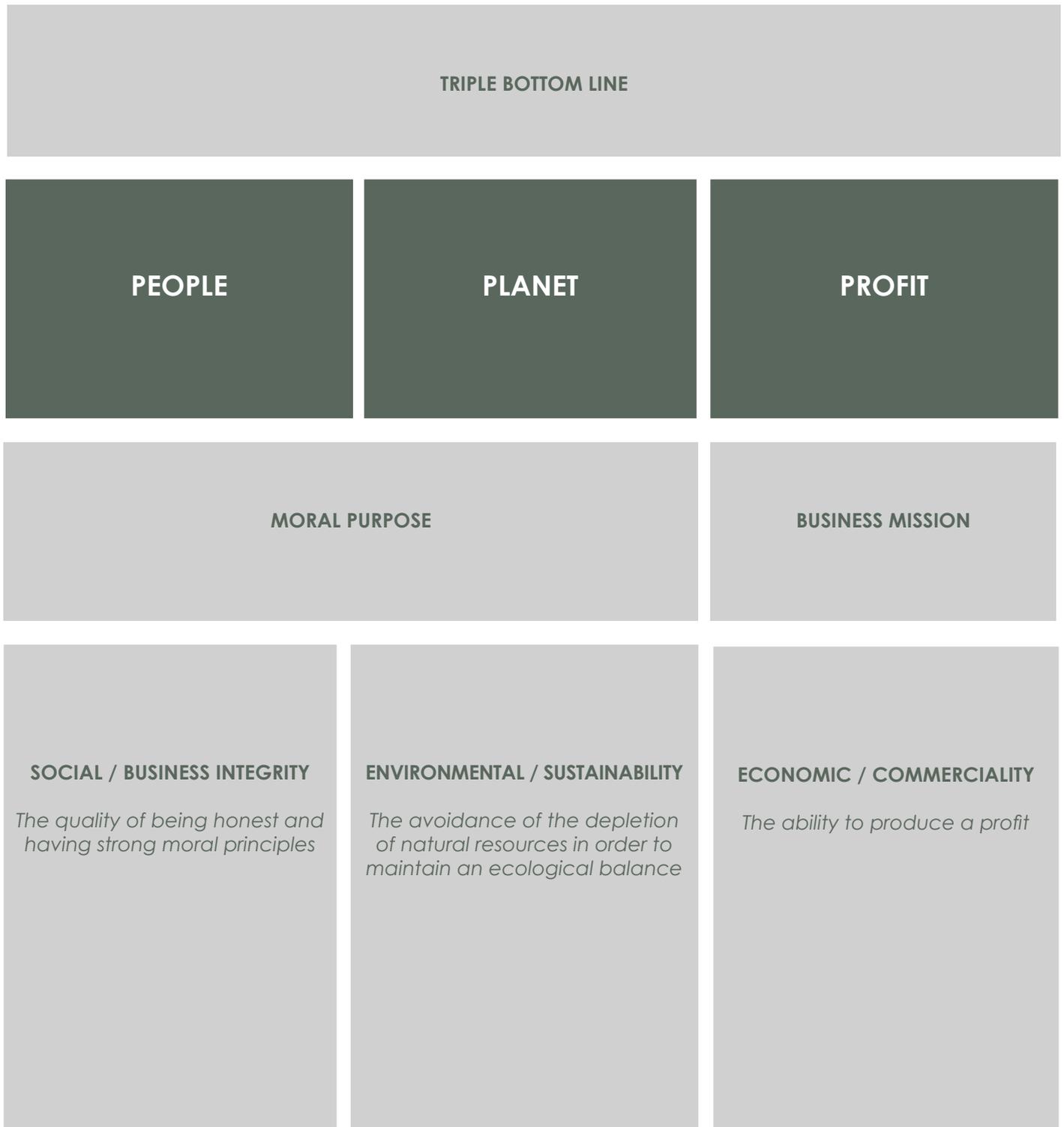
When all four questions have satisfactory answers, work out how they intersect to generate your overall moral purpose.



THE TRIPLE BOTTOM LINE

The triple bottom line (a term first coined by sustainability thought leader John Elkington) is a business model that consists of not just healthy profits, but high business integrity and environmental sensitivity - resulting in both successful business strategy and moral business practice.

Juggling the commercial and moral imperatives of People, the Planet and Profit needs time and thought to get right. It does however provide the company with a great platform for future responsible business development and all the associated benefits.



MISSION STATEMENTS WITH MEANING

Start by developing individual statements of intent covering the triple bottom line: People, Planet and Profit.

INDIVIDUAL STATEMENTS OF INTENT	
PEOPLE	
PLANET	
PROFIT	

Now you have your individual statements of intent, you are ready to create (or revisit) your overall Company Mission Statement.

Completing this exercise is not something that should be knocked up in an hour or so. It requires proper care and attention from the senior leadership team. Buy in and ownership really must come from the top.

COMPANY OVERALL MISSION STATEMENT
<p>We have a responsibility to our shareholders to deliver</p> <p>(business mission or economic statement)</p> <p>whilst</p> <p>(moral purpose statements)</p>

BRINGING IN THE B TEAM

Many companies have a CSR policy that covers elements of charity giving, community engagement and some degree of environmental sensitivity, but that fails to acknowledge or respond to the fact that the business as a whole does more harm than good.

If you really want to take your ethical journey seriously, bringing in specialists is the way forward.

Certified B Corporations are a movement of businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Via the B Corp Assessment, you can properly find out how your company performs against dozens of best practices. Taking the assessment alone will be a valuable, eye-opening experience for your company and will help you discover ways to improve.

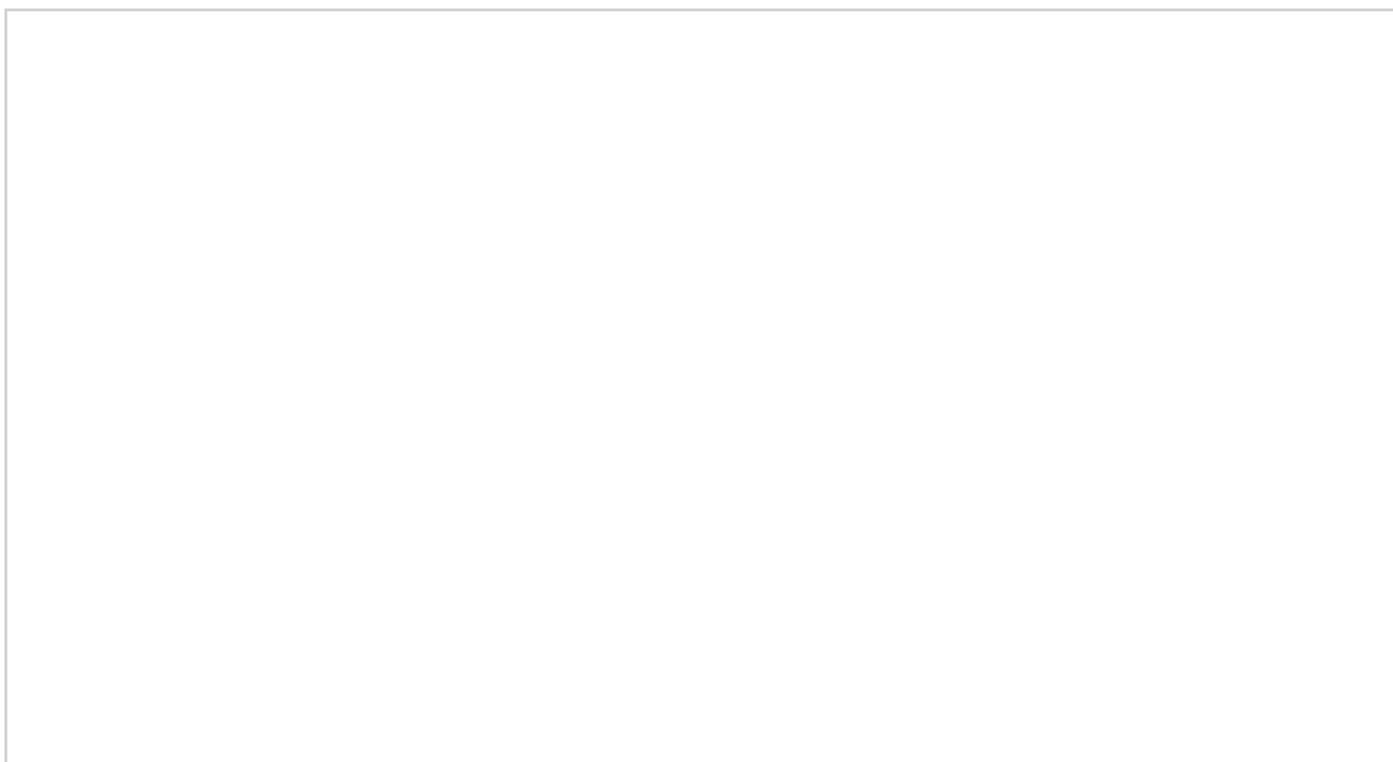
If you decide to go for Certification, you will join an ever-growing group of businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Society's most challenging problems cannot be solved by government and non-profits alone. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their employees, communities, and the environment.

To view the process for your business, see assessment criteria, and download guides and checklists, visit bcorporation.net.

There are other industry or sector specific bodies that can provide guidance, best practices and accreditation.

For example in the food service industry, there is the Sustainable Restaurant Association (thesra.org) that offers a comprehensive framework that covers Sourcing, Society and the Environment.



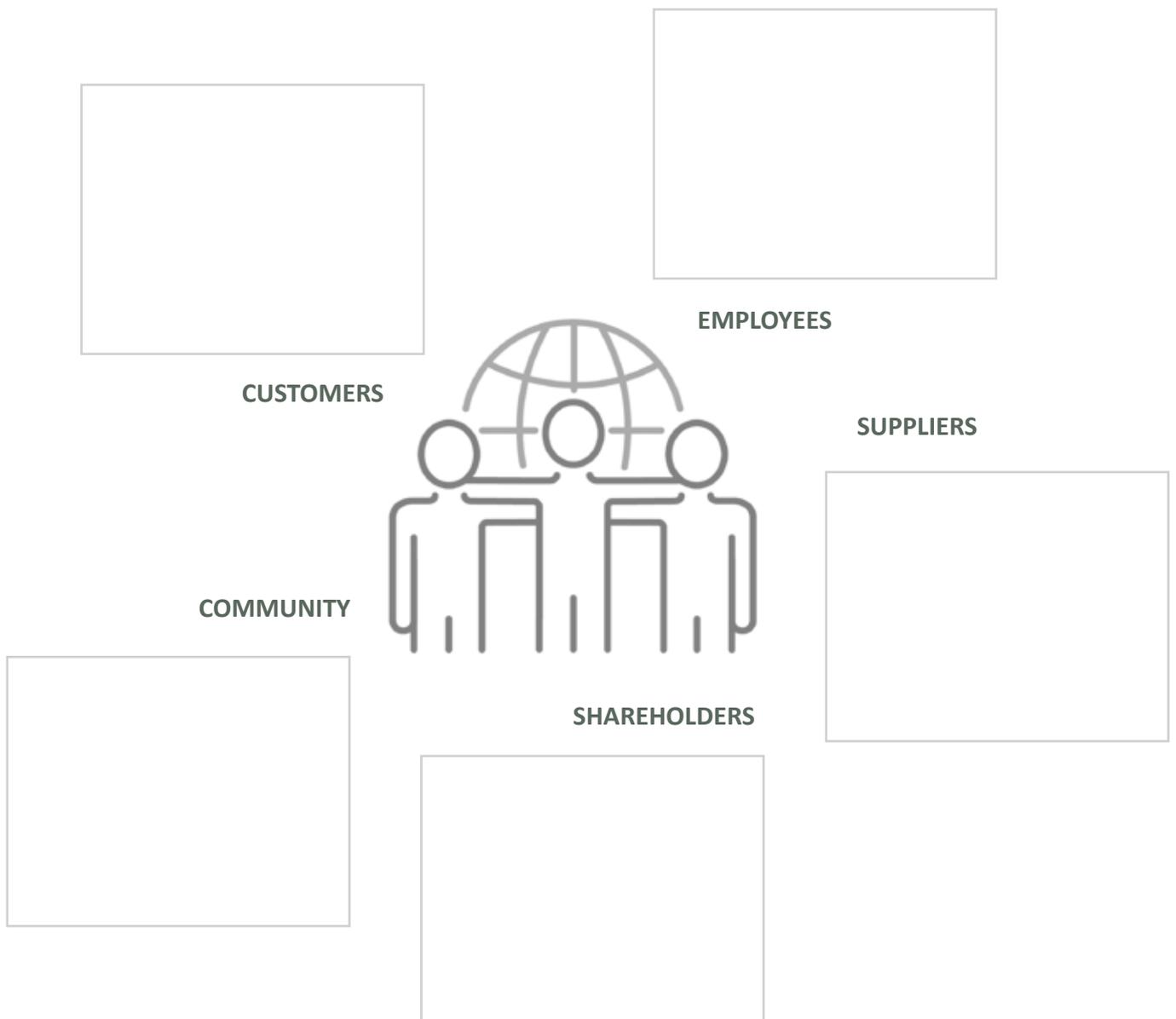
WHO ARE YOU PROTECTING?

Before we start looking in more detail at the planet and its resources, the next two parts focus on people.

Businesses need people. They need customers to buy products; employees to make and deliver the goods; suppliers to provide materials and back up; investors and shareholders to keep them afloat; and a loyal community to support their endeavours. Without a healthy stakeholder group, businesses cannot flourish.

When was the last time you thought about each of these groups? How can you implement initiatives to strengthen your relationships with them, and become a better business?

Make a note here of all your stakeholders and keep them all in mind as you work through the following sections.



WHY SHOULD ANYONE WORK FOR YOU?

Here are some great reminders of what makes a good company culture, from Why Should Anyone Work Here? by Goffee & Jones (a full staff survey example is also available at: sleepingliononline.com).

Work through these six areas and make notes on your own company's strengths and weaknesses.

DIFFERENCE:

Does the company let people be themselves?

Yes / No

RADICAL HONESTY:

Does the company let people know what's really going on?

Yes / No

EXTRA VALUE:

Does the company magnify peoples' strengths?

Yes / No

AUTHENTICITY:

Does the company stand for something more than just shareholder value?

Yes / No

MEANING:

Does the company make the work make sense?

Yes / No

SIMPLE RULES:

Does the company make the rules clear and apply them equally to everyone?

Yes / No

EMBRACING DIVERSITY

The best businesses benefit from a dynamic and diverse mix of people. Diversity and inclusion is now, quite rightly, a hot topic in business. It often starts with internal debate on team diversity, but should also extend to customer awareness and marketing sensitivity.

Like many of the big and important ethical business initiatives, this will require expert focus to enact properly and with full integrity. However the questions here can help start a healthy debate.

Think carefully about who you want to fill this in, and who should be involved in the subsequent debate.

Try to avoid the cliché of Male, Pale and Stale (or Yale) – an all too common scenario of male-orientated boardroom decision making, with no representation from minority groups.

When was the last time the company conducted a Diversity and Inclusion audit?

Does your company genuinely celebrate differences? Can you give examples?

Are you proud of the diversity in your company - including gender, race, sexual orientation, disability, age and religion?

Are each of these groups represented at ALL levels of the business?

Are there currently cliques and silos within the business?

Does the company encourage open debate on diversity?

Does your company have a Diversity Manager or 'go to' person for diversity matters/concerns?

Do your marketing materials correctly reflect the diversity of your employees and customers?

THE 10 CUSTOMER COMMANDMENTS

One of the better ways to understand the importance of customers is the '10 Customer Commandments' list, which can be traced back to Mahatma Gandhi who reportedly taught them to his law clerks.

EXERCISE: Think of each in relation to your internal and external customers and add notes for improvement.

	External Customers NOTES	Internal Customers NOTES
Customers are the most important people in our business.		
Customers are not dependent on us – we are dependent on them.		
Customers are not to argue or match wits with.		
Customers bring us their needs – it is our job to fill those needs.		
Customers are not an interruption of work – they are the purpose of it.		
Customers do us a favour when they call – we do not do them a favour by serving them.		
Customers are part of our business – they are not outsiders.		
Customers deserve the most courteous and attentive treatment we can give them.		
Customers are the individuals who make it possible to pay our wages.		
Customers are the lifeblood of this and every other business.		

THE RISE OF THE CONSCIOUS CONSUMER

Conscious consumerism focuses on helping to balance some of the negative impacts that consumerism has on the planet.

Responsible consumerism promotes eco-friendly ways of making products, as well as creating only the amount that's needed. Other factors such as pay equality and humane working practices also drive this type of consumption.

Conscious consumers want to use their individual actions to influence global impact. At best, they will simply avoid brands that are perceived as being unethical but at worst will actively boycott them (or 'buycott' as it is now referred to). This kind of conscious consumer action is actively promoted via some apps that encourage the social sharing of unethical brand behaviour.

As conscious consumerism increases, those companies that fall short on ethical business criteria will lose more and more customers – ultimately killing the business if left unchecked.

So to attract the attention of the ever-growing numbers of conscious consumers, your business needs to consider strategies that resonate with this group. We will look in greater detail over the coming sections at what specific initiatives might be right for your business, but here are some examples.

CUSTOMER-FACING	BEHIND THE SCENES
Donate a percentage of every purchase to charity	Connect to power from green energy suppliers
Create high quality items in limited amounts	Use ethical banking
Offer some level of repairs or replacements for products	Promote sustainable production processes
Use recyclable and/or reusable materials wherever possible	Green your supply chain

FEEDING YOUR CUSTOMERS' PASSION

If you are an owner manager who has started a business built around a personal passion or moral crusade, you have probably grown your customer base because they buy into and share your beliefs.

If, however, you are at the stage of reviewing what your company's higher purpose can or should be, you will need to think first about what's important to your customers.

These questions will help you to more closely examine what your customers care deeply about and how you can potentially make a difference in that area.

WHAT ETHICAL ISSUES DO OUR CUSTOMERS CARE DEEPLY ABOUT?

* If you cannot answer this question plainly and with authority, it suggests that you may not know your customer well enough. If this is the case you may need to pause and commission research to ask them.

IF WE COULD DO SOMETHING THAT WOULD MAKE A TRUE DIFFERENCE IN THIS AREA, WHAT WOULD IT BE?

* The key here is in the word 'true'. It's not alright to complete this box with platitudes. You need robust, defensible claims.

WHAT DO WE NEED TO DO TO DELIVER THIS?

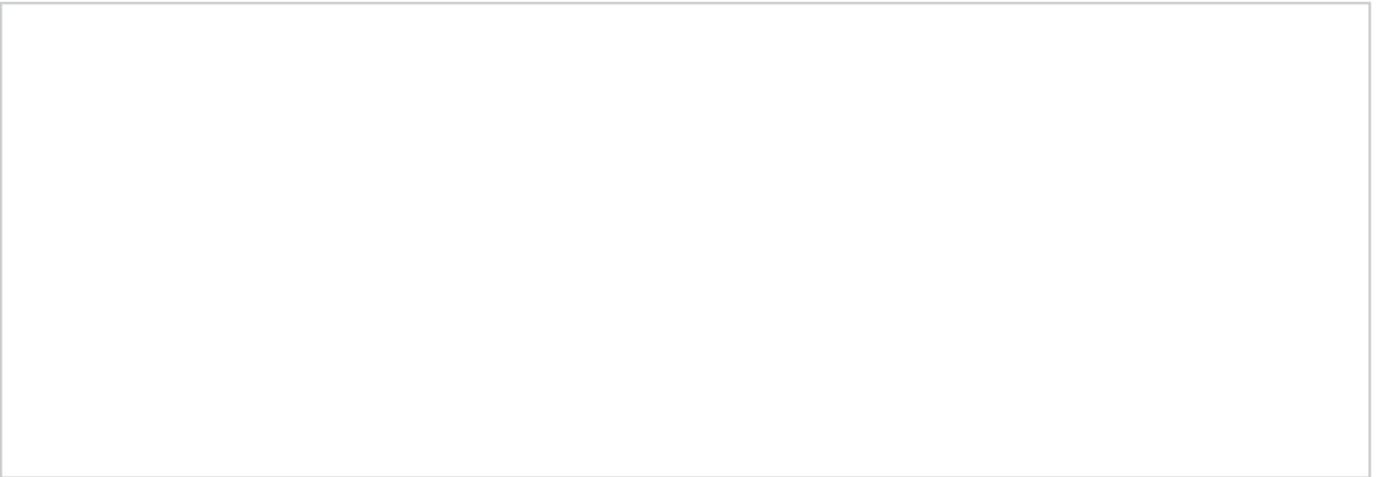
PAYING IT FORWARD

We are only as good as the good we do. If a company really wants to put their money where their mouth is, then considering their NON-PAYING customers in the business model will achieve this.

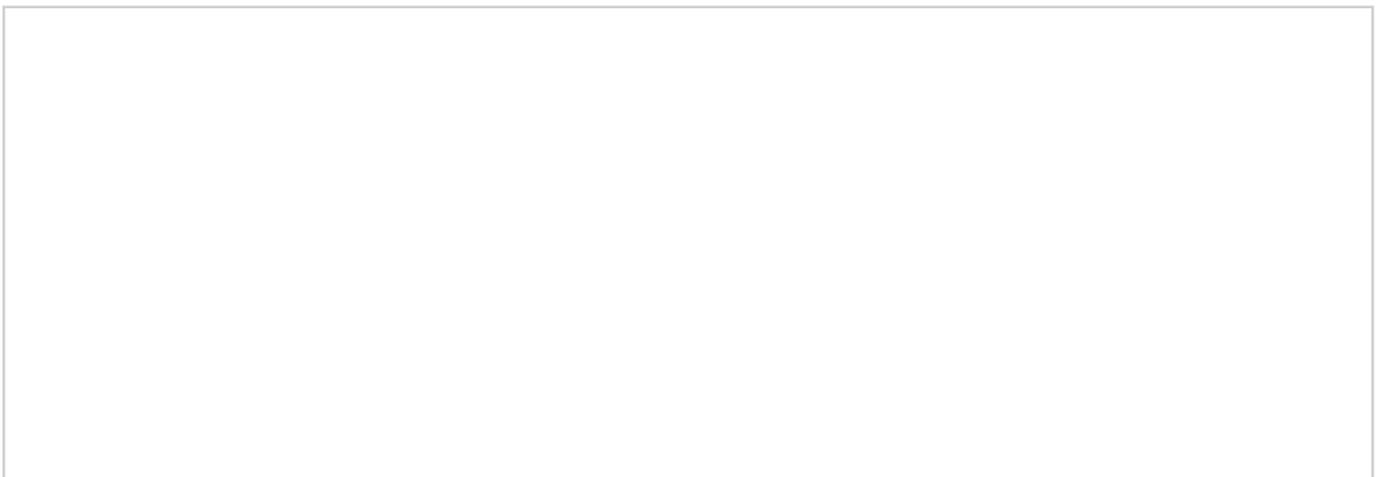
This may well involve giving away product or services for free.

This approach is outlined in the book *Authentic Marketing* (Larry Weber). It recommends asking the following big questions:

WHO IN THE WORLD WOULD MOST BENEFIT IF THEY HAD ACCESS TO OUR PRODUCTS/SERVICES?



HOW CAN WE SET UP A PROGRAMME TO PROVIDE ACCESS TO OUR PRODUCTS/SERVICES TO THOSE IN NEED?



THERE IS NO PLANET B

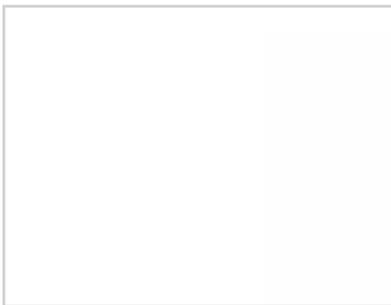
"There is no planet B. We have to take care of the one we have."
Richard Branson.

And he's right. When it comes to the damage people, businesses, and governments are doing to the planet, there is no plan B once our resources are destroyed. So it must be down to each of us to do what we can to protect the environment in which we live.

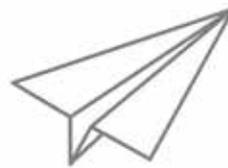
For businesses, the primary question is:

ARE WE TAKING MORE FROM THE PLANET THAN WE ARE PUTTING BACK?

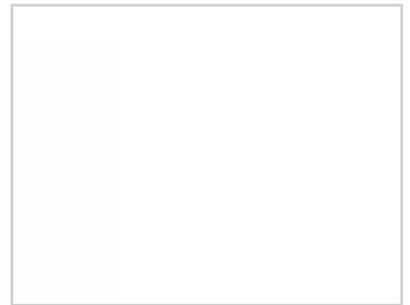
If the answer is yes, then start to consider some of these remedial areas:



**GREEN YOUR
SUPPLY CHAIN**



**REDUCE YOUR
CARBON FOOTPRINT**



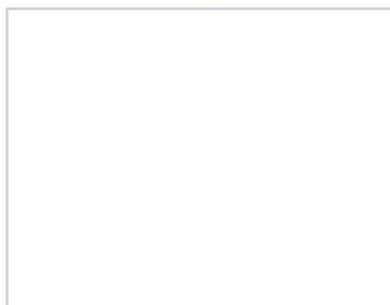
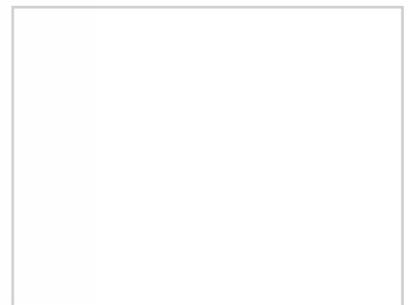
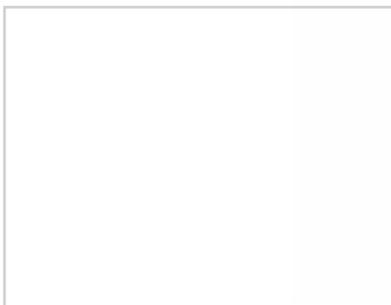
**MANAGE
WASTE**



**CONSERVE
WATER**



**CONSERVE
ENERGY**



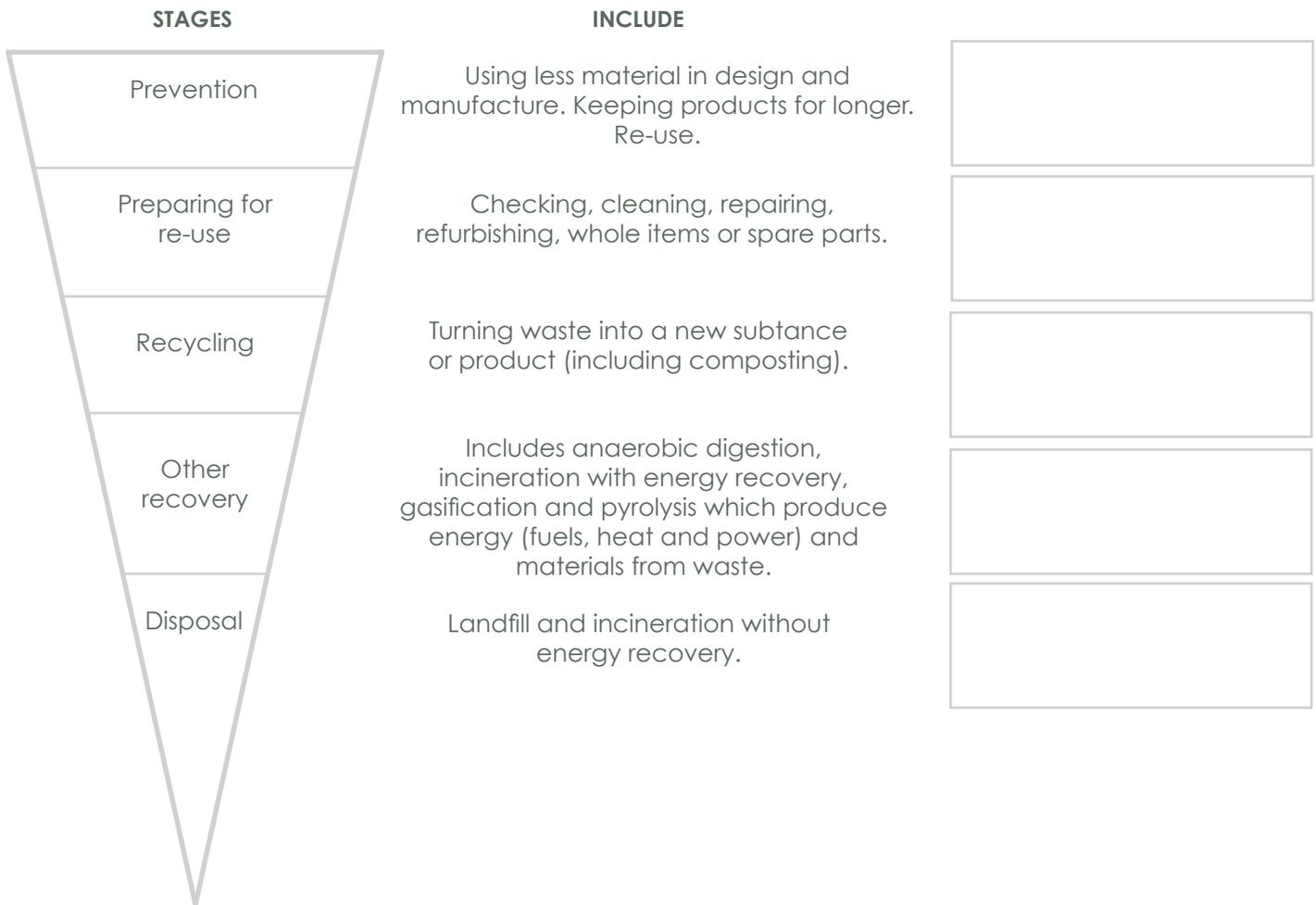
REDUCE, REUSE, RECYCLE

When it comes to waste management, the headlines are quite straightforward.

1. **REDUCE** the amount you use.
2. **RE-USE** product or product elements, wherever possible.
3. **RECYCLE** what is left, wherever possible.

The Waste Hierarchy model sets out a hierarchy of options for managing waste in an environmentally helpful way.

It gives top priority to preventing waste in the first place. When waste is created, it gives priority to preparing it for re-use, then recycling, then recovery, and last of all disposal (e.g. landfill).



MOVING FROM MANIPULATION TO AUTHENTICITY

Marketing has come a long way. Here's a reminder of its evolution and thoughts on the new age of Authentic Marketing practices. Source: Authentic Marketing - Larry Weber.

PRODUCTION ERA 1860 to 1920

During this time, companies pushed products at people, believing that if they developed a quality product it would sell. Businesses focused primarily on manufacturing.

SALES ERA 1920s to 1940s

During the great depression, people bought only the necessities and supply often exceeded demand. Competition was more intense. This drove companies to turn up the volume on the hard sell, heavily using advertising to push their products at people.

MARKETING ERA mid 20th century

Here came a fundamental shift in focus: from the needs of the seller to the needs of the buyer. Broadcast advertising emerged, giving companies new ways to capture attention - to interrupt and manipulate. However it was now done creatively - with likeable characters, celeb endorsements, etc.

RELATIONSHIP MARKETING ERA mid 1990s to early 2000s

Recognising that acquiring new customers was more expensive than keeping current ones, marketing folk began to value the role of relationships and brand loyalty. Big data emerged as a means to help companies better understand audience segmentation. Direct marketing became a staple tactic.

DIGITAL ENGAGEMENT ERA 2000s

As the internet and digital/social media started to become engrained in our culture, a seismic shift happened. A massive power shift put the reins directly in the hands of consumers, who now had the strongest and most important voice in the conversation. Engagement was the word.

AUTHENTIC MARKETING ERA 2018 -

To thrive and truly engage in today's elaborate environment, we need to continue to push marketing to its most evolved form yet - one of authenticity. The missing critical piece - moral purpose - holds the potential to propel companies by adding the values and ethical impact customers crave and demand.

THE NEW PRINCIPLES OF ETHICAL MARKETING

To adopt a new ethical approach to marketing you will need to challenge some of your existing habits and behaviours (from Ottman's The New Rules of Green Marketing).

How are you challenging conventional marketing in your business?

	CONVENTIONAL MARKETING	GREEN MARKETING	YOUR BUSINESS
CONSUMERS	Consumers with lifestyles	People with lives	
PRODUCTS	Cradle to grave Products Globally sourced One size fits all	Cradle to cradle Services Locally sourced Regionally tailored	
MARKETING AND COMMS	Product end-benefits Paid advertising Selling One-way communication	Values Word of mouth Educating and empowering Creating community	
CORPORATE	Secretive Reactive Independent and autonomous Competitive Departmentalised Short term-orientated/ profit-maximising	Transparent Proactive Interdependent/allied with stakeholders Cooperative Holistic Long term-orientated	

AVOIDING GREENWASHING

Whitewash (verb): *to make something bad seem acceptable by hiding the truth.*

Greenwash (verb): *to make people believe that your company is doing more to protect the environment than it really is.*

As we have said before, you don't have to be perfect, but you absolutely need to be honest when you consider promoting your ethical credentials. False marketing claims will be exposed and that all-important trust will be lost overnight.

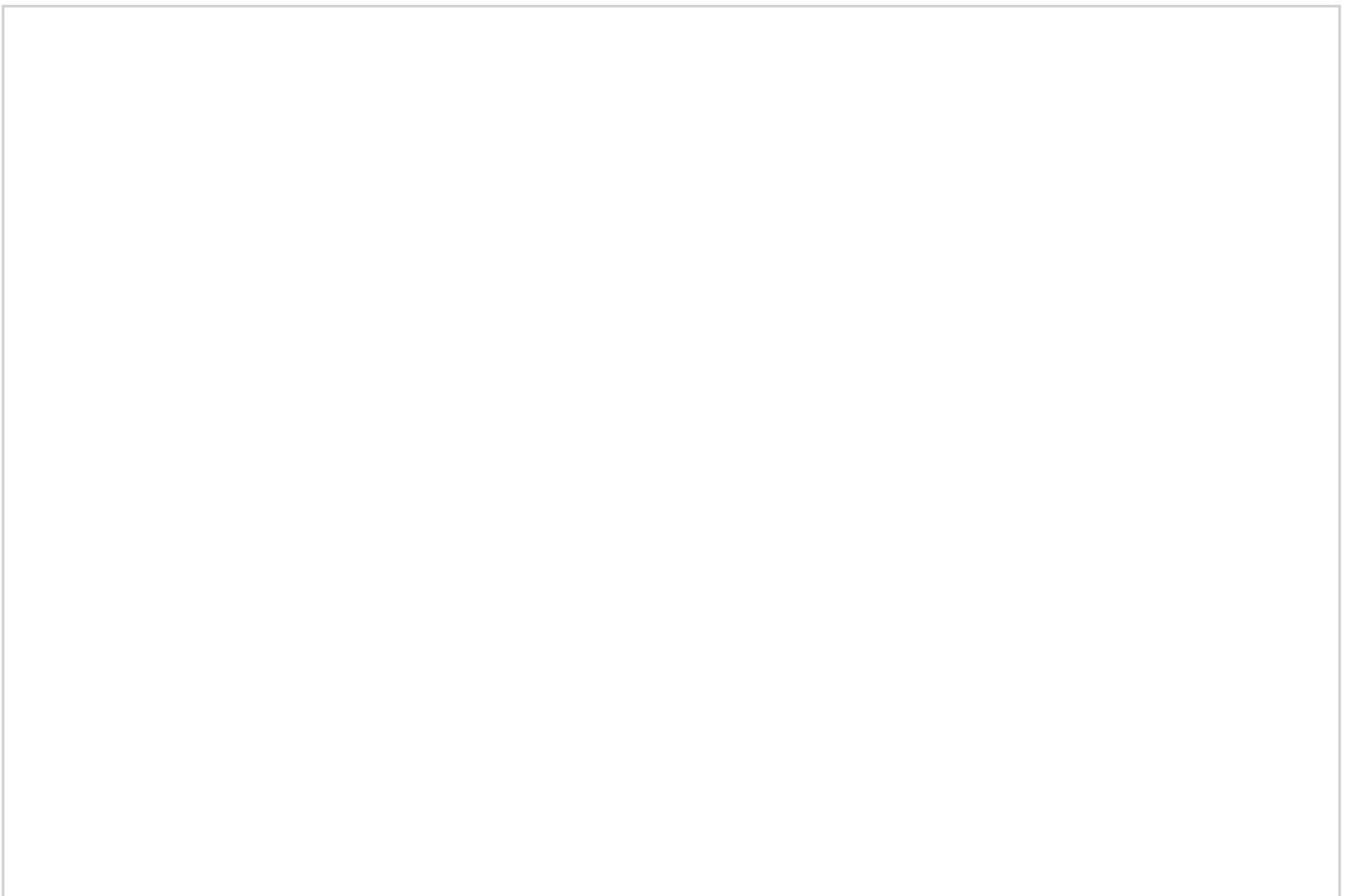
GREENWASHING IS RIFE

- 26% of companies have no proof to back up their claims.
- 11% of labelling is vague.
- 4% of green claims are irrelevant.
- 1% even make claims to distract customers from deficiencies (such as 'organically grown tobacco').
- 1% are out-and-out lies.

Source: *The Sustainable Business* (Johnathan T Scott)

Ethical marketing requires complete transparency. Be proud of your positive actions but also acknowledge and be honest about the areas that you need to work on. Then tell customers what you plan to do about it, and when. Don't be afraid of outlining why it's not an easy quick fix.

If there are suspicions of over claim in your marketing, consider commissioning an independent source to audit and verify your claims. You may be surprised at the result.



BOGOF REINVENTED

One of the most impactful and tangible strategies a company can consider, builds on the Paying it Forward approach.

Once you have identified people who would benefit most from your product or service but are unable to afford it, you can develop a plan to incorporate an element of free distribution as part of your triple bottom line business plan.

For the ultimate in clear, powerful marketing messages, you can reinvent the old promotional tool of Buy One Get One Free to Buy One GIVE One Free.

This is now being successfully used by a number of innovative, thoughtful businesses:

TOMS SHOES

Toms Shoes improves lives through a programme they call One For One. For every product purchased they provide shoes, sight, water, safe birth and bullying prevention services to people in need.

MINDFUL CHEF

Mindful Chef, a healthy food recipe and delivery service, runs a programme call One Feeds Two. With every meal purchased, they donate a school meal to a child in poverty, which has amounted to over one million so far.

HEY GIRLS

Hey Girls tackles period poverty in the UK by giving a free box of sanitary towels to women and girls in need for every box purchased. This buy one give one approach gives girls the freedom to enjoy normal lives without having to miss school, ask friends for products, or simply go without.

Not all organisations can commit to the full buy one, give one model. If this doesn't work for your business, consider instead a Buy One, Give SOMETHING approach.

Another initiative that you may already be aware of is Pledge 1% - pioneered by Salesforce.com. Here companies pledge to annually give 1% of equity, 1% of profits, 1% of product, and/or 1% of employee time to worthy causes.

So consider to whom could you give your product (time and/or profit) and how it could become part of your marketing story.

STORYDOING AND DATATELLING

Bringing out the human side of your brand can help forge stronger and deeper connections with customers. The book *Authentic Marketing* (Larry Weber) looks into specific engagement efforts that can make your brand more human and your marketing more authentic.

Firstly, consider the following in terms of your brand.

		NOTES
Put honesty first	Communicating openly and honestly is crucial in today's untrusting world.	
Stand out by standing up	Companies today are expected to take a stand on issues and demonstrate they are working to solve societal problems.	
Be proactive	Be bold, be proactive, and stand out in your market place with messages that catch people's attention.	
Reveal your personality	When you truly know your customer base, you will understand the kind of personality they'll relate to.	
Paint the faces of your brand	Putting some of the faces in your company front and centre is a powerful way to reveal the human side of your organisation.	
Say you're sorry	Humanising your brand also means owning up to problems, and apologising - fast!	
Ditch the corporate speak	Customers don't trust corporate speak. They don't relate to it and they tune out as soon as they hear it.	
Show your funny bone	Don't be afraid to show your lighter side. Making people laugh is an engaging way to bring forth the human side of your brand.	

STORYDOING AND DATATELLING

The book also talks of storydoing and datatelling. As the author says, this may sound like marketing speak, but it's really about moving your organisation from telling stories to actually being an active part of them. This is all about showing what your company is doing to solve a problem, to make the world a better place.

It is also important to outline measurable objectives that your company can realistically accomplish in a certain time period – then track and measure them as you make progress. Quantifiable data is important to validate this progress and should be included in the narrative. It can be used to create simple powerful visuals, charts, graphs and marketing claims.

Below are techniques for creating compelling, ongoing stories that bring your moral purpose to life.

		NOTES
Tell it visually	Without a doubt, visual is the best format today. Repurpose stories across multiple visual media for maximum impact.	
Be selective with words	Use words that are vibrant, descriptive, evoke emotions, ignite the senses, and draw readers in.	
Ensure it's always on	Your company's ethical journey will have a beginning and many chapters, but should not have an end. It should be living, breathing and evolving.	
Highlight humanity	Bring forth the people in your stories. Share their voices (including employees, customers, and suppliers).	
Let creativity shine	Make the best use of the technical tools now readily available and tell stories with creativity.	
Keep it real	People will sniff out even the slightest hint of manipulation or marketing speak - so keep it honest and genuine, with a little dose of humility (and no hubris).	

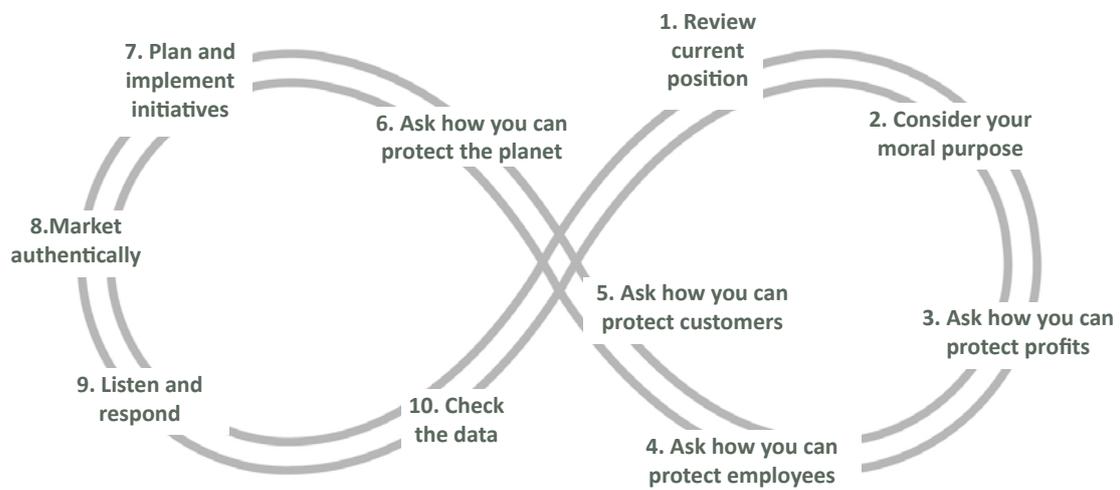
THE INFINITE ETHICAL LOOP

Becoming a more ethical and sustainable business is not a one off project – it requires constant review to even try and stay on top of the game.

We learn more about human behaviour and the state of our planet every day, so this should be viewed as an ever-evolving landscape.

Although the bulk of thinking around your moral purpose will be done at the outset, the impact of the resulting initiatives needs to be closely monitored and the data reviewed so that you can successfully continue to protect people, the planet and profits.

So keep going round the loop.



ADDITIONAL NOTES

