

# next street

Next Street is a boutique consulting firm founded to advise small businesses, non-profits, and the organizations that accelerate their success

## Making the Most of Your Mission: Using an Impact Mission as a Corporate Asset

### Why this matters?

Change in the business environment is being driven by six groups of interconnected forces of change:

1. The “new normal”
2. Disruptive technology
3. Shifting values
4. Increasing stakeholder influence
5. Changing demography
6. Climate change and finite resources

Changing business context demands that management take a broader view of growth, which looks beyond increased output and short-term financial returns towards, real, inclusive, responsible, and lasting “good growth.”

Source: Measuring and managing total impact: A new language for business decisions (PWC)

### Measuring and managing what matters

**Traditional financial reporting**

**Output**  
What activities have been done?

**Input**  
What resources have been used for business activities?

**Outcome**  
What has changed as a result of the business activity?

**Impact**  
How much of the outcome is attributable to the business?

**Value of Impact**  
What is the value of impact?

**Total impact measurement**

## Top 6 Ways to Create Competitive Advantage Using Your Mission

1. Involving the CEO/Founder at the center of mission engagement, which must align with daily operations of the organization
2. Striving for margin first, mission second
3. Attracting the appropriate workers/employees to propel the mission forward
4. Recognizing that the lines between non-profits and for-profits are blurring, and embrace the best of the other
5. Telling the story of why you do what you do is critical to meet needs of various clients, investors, and other key stakeholders
6. Staying innovative and mission-focused in how you market your product and services

### Contact us.

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