

5 Ways YOUR Social Impact Business Can Thrive by Creating Wins for People, Planet, and Profit



by Shel Horowitz

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(Cover photo by Stephanie Hofschlaeger)

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By Shel Horowitz, “The Transformpreneur”

If COVID showed us one thing, it might be that we shouldn't put up with social miseries that should have been eliminated centuries ago. Once and for all, it's time to say goodbye to hunger, poverty, racism/“otherism”, war, and catastrophic climate change. But guilt and shame don't work—what do we do?

The good news? We actually know how to do this. Once we understand that all these big crises are about resources, we can motivate solutions through enlightened self-interest (the chance to profit). And we have more tools to get us there than in any time in history.

1. Think Holistically—Become a Systems Thinker

You could spend \$100 million designing a pen that can write in deep space—or you can see the big picture and hand out pencils! When you change the conversation from “how do we improve it?” to “how can we most easily achieve the real goal?” you slash costs *and* boost results.

2. Let Nature be Your Chief Engineer!

Spiders figured out bridge engineering thousands of years ago. Curvy anthills in India thrive during the desert of the dry season *and* in drenching weeks-long monsoons. Nature has already solved just about every human challenge.

3. Design and Market Products and Services that Fill People's Bellies and Empower Them

And sell them at a profit. Example: solar-powered LED lanterns increase health, remove fire hazards, eliminate a monthly expense, and create economic opportunity.

4. Convince Not Just Greens but Nongreens to Buy Green Products

Don't try to make them feel guilty! Speaking their language and addressing their values, show them how your green offerings are superior.

5. Commit to Using Your Business to Empower Others

Watch productivity, employee morale, and customer loyalty soar!

Learn more! Grab a copy of Shel's 10th book, *Guerrilla Marketing to Heal the World* at <http://goingbeyondsustainability.com/guerrillamarketing-to-heal-the-world/>.

Go deeper! Contact Shel for a 15-minute no-charge conversation about how your business can embody the change you want. <http://goingbeyondsustainability.com/contact>