

ASSESS YOUR IMPACT

How do you know if you are 'making the world a better place' through your business? Use the simple questionnaire below to find out.

1: Your business's purpose or mission

Q1. Does your business have a purpose or a mission statement? If so, write it below:

Q2. Which of the following do you think best describes your mission statement?

- We have no mission statement
- We have a positive impact on people
- We are all about protecting the planet

Q3. Do you promote your business's social or environmental purpose?

- No – we don't have a social or environmental purpose
- We communicate our social or environmental purpose through our mission statement
- We use marketing materials (e.g. posters) to share our social/environmental purpose
- Other (please describe below)

2: Your team = your business success

Q4. Which of the following describes how your business team works together? Tick all that apply.

- We struggle to work together as a team
- We are all about innovation and creativity, so we listen to each other's ideas
- We respect each other
- We provide an open, supportive and fun environment
- Other (please describe)



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3: Being customer focused

Q5. Can the people who buy your product/service provide feedback on your business?

- No – we don't provide a way to receive feedback or questions
- Yes – we have face-to-face conversations with our customers to understand what they think of our product/services
- Yes – we provide customers with a feedback questionnaire

4: Giving back to the community

Q6. Does your business donate to a charity or community group?

- Yes
- No

5: All about the environment

Q7. How does your product or service help to conserve the environment?

- We use recycled materials in our products
- We manage the rubbish from our business in a way that helps the environment
- We try to minimise our water and energy use
- None of the above

