Foreword by Katie Mosher

our time to RISE

Steve Pipe and Paul Dunn

"A brilliantly clear and simple path for turning your business into a force for good in the world"

"So simple it's beautiful. This little book is the perfect way to get started with building a better business and building a better world. Read and rise up, now!"

Derek Williams – Author of 'Wow! That's what I call service'

"Immensely important. Instantly actionable. Completely unmissable."

Harvee Pene – Author of 'Doing good is the new great'

"Finally, a brilliantly clear and simple path for turning your business into a force for good in the world, so you can have the impact and create the legacy you dream of."

Geraldine Carter – Host of the 'Epic Business Growth for CPAs' podcast

"I have never been so inspired. This book proves it is really easy to make a positive difference to the world in a way that also makes things much better for your business, you and those around you. Do yourself a favour by reading and acting on it, just as I have. Together we can create a trillion smiles!"

Gill Tiney – Founder of Collaboration Global and author of 'Step Up: From Desperation to Inspiration'

"This is a short book with a powerful and profoundly important message. And it's the best gift I could give to any business owner. Everyone should read it and RISE."

Shane Lukas – Author of 'Putting Excellence Into Practice'

"Fantastically inspiring and action-oriented. Step 1 (if you do it) is worth the investment alone."

Simon Chaplin – Founder of The Accountants' Mastermind

"A unique and very important book that I'd love to share with every business owner on the planet. It equips us with all the practical insights and tools we need to simplify generosity, inspire our teams and customers, and cause lasting positive impacts globally. The world needs more kindness - and this is The Guide!"

Kerrie Phipps – Author of 'DO talk to strangers'

"A great book for gaining lightbulb moments and making the world a brighter place!"

Andy Gilbert - Author of 'Go M.A.D. – The Art of Making A Difference' and Founder of Go M.A.D. Thinking

"Transformative. The first step alone can revitalise a business. So I'll be sharing it with all my customers."

Paul Shrimpling – Author of 'Bamboo Marketing'

Our time to RISE

Steve Pipe and Paul Dunn

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Foreword by Katie Mosher

I want to thank you for picking up this book. By reading **Our time to RISE** and then *intentionally applying* the very straightforward steps detailed in this book, you will generate a positive impact on yourself, your family, your business, and your community. As you will see in the book, you can even extend this impact to communities around the globe.

In this book Paul Dunn and Steve Pipe present a straightforward, practical action plan, a four- step roadmap where every business can move from "I want to make a difference" to "I know *how* to make a difference."

The words of Paul and Steve stand apart because of their commitment not only to business excellence but also to their service of humanity. As you will see in the book their involvement in B1G1 is a key part of their activism on behalf of those in need.

Remember, by yourself you cannot change the world. But, by yourself you *can* change the world for one person…then another…and then another.

This book will show you how.

I have 3 simple questions for you.

1. What higher principle do you follow?
2. What are your unique passions and abilities?
3. What is the change you wish to see in the world?

In the answer to these three questions, you will find an intersection point. And, at that intersection point you will find your vision and your purpose. Let this vision inspire you to fully absorb the challenges in this book. Then, tap into your purpose to create and sustain action.

I have 3 simple tasks for you.

1. Read this book with intentionality and focus
2. Complete the steps in this book
3. Share your results with me at katie@mosheraccounting.com

The third step is very important.

Each and every time someone emails me to let me know that they read the book and created something great in the world, Mosher Accounting Group will, through B1G1, give a week of life changing food and water to families in need throughout the world.

Have a blessed day.

KATIE MOSHER

Introduction

8:32 pm Singapore time.

Altitude 0 feet, soon to be 39,000.

Seat 28B on QANTAS flight 82, first to Sydney and then San Francisco.

Time to RISE indeed.

And then it's San Francisco to the San Jose Convention Center in Silicon Valley. 5,380 Accountants and Business Owners are gathered there. And in 48 hours, I get to speak to them.

Time for them to RISE indeed. Both groups. Together.

It's a message I've been 'preaching' since 1992. Steve and I met in 1994. So that (as of 2020 at least) gives us a collective 54 years.

So why now? What makes 'now' the time?

Two reasons.

One, there's never been a time like this. The speed of change is SO rapid. There will never be a time when it's slower than it is today. The tools we have (and will have) to implement exciting ideas are just amazing.

Two, there's never been a time when businesses can give us more time.

And there are names for those businesses. Some people call them 'Conscious Businesses'. Still others refer to them as 'Purpose-Driven Businesses'. We call them 'Businesses for Good'.

This deliberately 'tiny footprint' book encourages you to become one - to literally 'rise' to become one.

And it is very much 'rising UP'. It's lifting performance. It's lifting standards. It's lifting yourself. It's lifting your family. It's lifting your people. It's lifting your community. And it's lifting our world.

And if that sounds 'woo woo', consider what the Harvard Business Review had to say recently:

> "Purpose-driven companies make more money, have more engaged employees, more loyal customers and are better at innovation and transformational change."

'Rising' makes sense. Read the paragraph above again. 'Rising' makes 'hard-nosed' sense.

And on September 23rd 2015 we learned that it makes another kind of sense too.

That evening I was at home in Singapore. It was a usual balmy Singaporean night.

The clock had just moved past 10:30 pm.

Since 10 I'd been trying to link to the live stream of an important meeting from a UN building in Geneva.

Finally, at 10:40 the link sputtered to life.

On stage in the building you could see Ban Ki Moon, then the UN Secretary General. Plus some equally familiar faces: Paul Polman from Unilever; Bill Gates from Microsoft and many other business leaders.

But this was great timing - Sir Richard Branson was being introduced.

He pointed out that he didn't frequently go into UN Buildings! "But there's a reason I have today", he said.

Sir Richard explained how this was a unique day.

"Today", he said, "marks the very first time in history that the world body has acknowledged that Governments do not change our world. Certainly they can enable change. But fundamentally, it's businesses, business owners and their teams that change our world. It's business owners and their teams who make the real difference in our world."

"And that's why I'm thrilled to be here today to help launch the Sustainable Development Goals - 17 goals that give us all in business a pathway to make a huge and much-needed difference in our world by 2030… if not before."

What Branson and the other business leaders did that day was launch the culmination of three years of extraordinary work by some leading minds. The 17 'Global Goals' (and the 169 specific targets underneath them) give us something we've never had before - a common aim and a common language to work towards. And to work towards quickly too.

They are seriously important. And as you'll see, the Goals underpin everything in this book. (You can see more detail on them in Appendix 2.)

They are not just the pathway for business generally; they're the pathway for your business. And even more than that, we see them as the pathway for humanity.

In Our time to RISE you get the steps, the guidance and the guideposts to walk that path… proudly.

Enjoy doing that with us… together.

PAUL DUNN
Chairman of B1G1: Business for Good

How to use this book

This is deliberately the shortest book we have ever written.

There is no padding. There is no 'fluff'.

Inside waiting for you is a practical and interactive step-by-step workbook that gives you everything you need to make your business more rewarding for everyone it touches. That means more rewarding for you and your family, of course. AND it means more rewarding for your team, their families, your customers, your prospective customers, your community and for our world as a whole.

It does that by giving you everything you need to become a Business for Good. Everything you need to have a more profoundly positive effect on the world than you ever dared to imagine. Everything you need to RISE.

And to make all of that happen, all you need do is:

1. Start by reading Step 1 and, most importantly, completing the four very simple Action Steps there. In 5 minutes this will help you to make one of the most defining decisions of your life.

2. Then spend 40 minutes or so reading Steps 2-4 – to understand how the RISE approach works and how easy it is to do. But don't complete the Action Steps in those chapters at this stage. Instead…

3. Spend another 30 minutes reading the Appendices so that you get the full picture of what is possible.

4. Next, work through the action steps in Steps 2, 3 and 4 in that order. And if any of the advanced ideas in Appendix 1 resonate with you, use them as well.

5. Finally, and optionally, once you have helped your own business RISE, you can use exactly the same process to help other businesses RISE as well. And as part of that, you can give away an unlimited number of copies of this book at no cost to you or anyone else.

   NOTE: If you are reading this in digital format we recommend that you print off a copy on A4 / letter size paper in order to complete the Action Steps.

That's all there is to it.

But if you do need any extra guidance, clarification or support, take a look at the training videos on www.ourtimetorise.global. And if you still need more help, simply reach out to Steve via steve@stevepipe.com.

Because he has 'retired' from his former business life, Steve is now giving away his time to help businesses like yours RISE.

So he will gladly help you in any way he can, for free.

It’s easy to RISE

Most people can read about 250 words a minute. So at approximately 20,000 words, this book will probably take you just over an hour to read.

But it is not just really easy to read. It is also really easy to implement.

You see, the word RISE is also the acronym for a simple 4-step process:

R Reconnect
I Impact
S Storify
E Elevate

Each of the first 4 chapters focuses exclusively on one of those 4 Steps. Together they’ll probably only take you 45 minutes or so to read. So in less than an hour you will know exactly what to do. And when you spend another 30 minutes on the appendices you’ll gain even deeper insights, along with the answer to most of your questions.

So, to get you started, here’s a summary of the 4 steps to RISE:

Step 1: RECONNECT – This is where you reconnect with your values and beliefs, what really matters to you and what feels right. It’s where you decide who you want to be, the difference you want to make, the good you want to do and the legacy you want to be remembered for. And it’s also where you can, if you want, renew your commitment to doing your best in all those areas.

Step 2: IMPACT – This is where you make your business more rewarding, successful and impactful by becoming a Business for Good. It’s where you’ll see simple systems to put your values at the heart of everything your business does. Then you’ll see how to automate those values into processes so that good things happen not by chance but by design - your design. In a way that makes everything in your business, even the everyday activities, much more meaningful. So that everyone in your business wakes up every morning with a smile on their face, a spring in their step and joy in the hearts. Because they know they are helping to make the world a better place. And because they know they are working in a business that has doing good and kindness right at its core.

Step 3: STORIFY – This is where you find the right words, images and numbers to tell the story of what you are doing in the most inspiring way, without ever being boastful or arrogant. So that your team are inspired, engaged and motivated. So that your customers are inspired to sing your praises, buy more from you and be more loyal. And other businesses are inspired to follow your lead, becoming part of the global Business for Good movement, joining you in helping to make the world an even better place.

Step 4: ELEVATE – In the Storify step you passively inspire others to do great things. But in this entirely optional ELEVATE step, you actively encourage others to RISE. For example, you might choose to give away copies of this book, (you can do that freely without it costing you or anyone else a single cent). And as a result you build a tribe. Power a movement. And help to elevate us all to another level.

The great news is that you will discover how to do all of that in simple step-by-step detail in just a few minutes on the pages that follow.

A personal message from Steve

My journey to discover it all took me somewhat longer than it will take you!

I always wanted my business to make a real difference. And over the years many of my customers have been kind enough to say that I had indeed made a real difference to them.

But I wanted more.

I wanted to also make a difference to people who were never going to be my customers. To those in need. To the planet.

Happily in 2008 I found a set of tools created by the extraordinary team at B1G1.com, now a global business giving movement. I have been a member ever since. The inspiration, insight and energy I get from B1G1 and its members is behind so much of what you are about to read. B1G1 makes so much of it possible.

I am sure it will inspire and enable you in exactly the same way as it has me.

So on behalf of you, me and everyone else who reads this book, it is only right that I start by thanking B1G1 publicly.

And now let's get started…

STEP 1 – Reconnect

In many ways this is the easiest step of all, because you already know the answers deep down. Here we're going to 'bring them up' as it were.

The aim is simply to reconnect with who you want to be. It's to revisit your values and beliefs. To get to what **really** matters to you. What feels right.

And once you get that 'out', you then decide on the positive difference you want to make in the world, the good you want to do for others and the legacy you want to be remembered for. (We all leave a legacy: the question is whether it is one of contribution or consumption – positive or negative).

And you then renew your commitment to doing great things in all those areas.

STOP PRESS: The new test for the new generation

"There's never been a time like this". Those words from the introduction, along with the rest of the book, were written before Covid-19.

But now they are even more resonant.

We were never at war with the virus. It has always been a test of humanity.

A test of humanity that unites Generation-X, Generation-Y, millennials, baby-boomers and everyone else on the planet into what Seth Godin calls Generation-C ('Gen-C').

Now, there's no doubt that Gen-C can pass the test. They only question is whether it will.

Like us, you've already seen people, communities, businesses, politicians and nations focusing more than ever before on:

- Putting people first
- Being kind
- Helping others
- Doing good
- Making the most important things the most important things

But the real test of humanity for Gen-C is what we do next.

We (you and us) can stand by and watch the world lose all of these advances. Passively let it fall back into more selfish and self-centred ways. Shrug our shoulders and wash our hands of all responsibility.

Or…

We (you and us) can take a stand. Refuse to go backwards. RISE up. Build those beautiful advances not just into our businesses and lives, but into the businesses and lives of others whom we influence and inspire. Consolidate them. Lock them in. Leverage them. Lead by example. Reconnect.

RISE or fall.

This book makes it really easy to RISE. Really easy.

But first you need to decide whether you actually do want to RISE. And that's why the rest of this step, which was written before Covid-19, is the most important in the entire book.

Action Step 1.1

Which of these are your personal values and/or which of these words would you personally like to be described as?

NOTE: Choose as many as you want. There are no limits or restrictions. But remember, at this stage you are answering for yourself, not for your business.

Aligned	Humble
Authentic	Inclusive
Balanced	Inspiring
Benevolent	Integrity
Caring	Kind
Committed	Loyal
Compassionate	Loving
Considerate	Moderate
Contributor	Nice
Cooperative	Open-minded
Courteous	Peaceful
Decisive	Perceptive
Dependable	Positive
Dignified	Purposeful
Empathetic	Rational
Enlightened	Reliable
Ethical	Resourceful
Fair	Respectful
Faithful	Responsible
Family-oriented	Selfless
Friendly	Sincere
Generous	Supportive
Genuine	Sympathetic
Giving	Thoughtful
Good	Trustworthy
Gracious	Truthful
Grateful	Understanding
Helpful	Useful
Honest	Visionary
Honourable	Worthy

If none of these values or words apply to you, the rest of this book probably isn't for you.

But if some of them do apply, read on…

Action Step 1.2

Beyond your family… what kind of positive difference do you want to make to the world / what good do you want to do for others / what legacy do you personally want to be remembered for?

NOTE: Again, at this stage you are answering this question for yourself and not for the business.

EXAMPLE: “Beyond the things I want to do with and for my family, I want to do everything I can to keep the planet healthy and safe for future generations. I want to help in the fight against cancer. And I want to play my part in helping others less fortunate than me to have a better life.”

Action Step 1.3

Check out the further guidance, including video training, on www.ourtimetorise.global. Everything there is up to date, practical, and completely free of charge. So it will really help.

Write 'Done' in large letters in this box once you have done that.

Action Step 1.4

Are you going to try to commit to:

- **Live by your values and beliefs, and**
- **Do the good, make the difference and create the legacy you want to be remembered for**

NOTE: Don't be fooled by the apparent simplicity of this question. It is arguably the most important and profound step in the entire book. And your answer for the entire question can only be one of two words - 'Yes' or 'No'. There is no 'Perhaps'. It is a simple binary choice. And it is a choice that only you can make.

Remember, your answer isn't about whether you will be perfect in all these areas, since no-one could ever promise that.

It is about whether you will try your best, since everyone can promise that if they choose to.

So please write one single word - 'Yes' or 'No' - in large letters in the space below.

If your answer was 'No', the rest of this book probably isn't for you.

But if it was 'Yes', read on…

STEP 2 – Impact

This is where it starts getting really interesting and really exciting.

That's because you are about to discover how your business can help you to do all of the things you said you wanted to do in Step 1.

And as you will see, once again it is very easy.

If you don't work in a business - You might want to jump to the 'Build more giving into your personal life' section of Appendix 2 for a way of using it in every corner of your personal and family life.

The good news for your business

Every business directly impacts families and communities by creating jobs and income.

But not every business sells products or services, such as life-saving drugs, that directly, dramatically and obviously make the world a much better place.

And while every business must do what it can to improve its environmental impact, many businesses find it hard to make rapid progress.

As a result, many businesses think that there is little or nothing they can do to make the world a better place.

They are wrong. Dead-set wrong.

The truth is that every single business (regardless of what it does, what it sells, where it is based, its size or how new or old it is) can be a force for good.

Every single business - including yours - can be a 'Business for Good'.

The big (but actually very small) idea

The process is very straightforward. And we do mean 'very'!

You simply tweak your business model and systems so that WHEN something good happens in your business, THEN you celebrate that 'internal' good by making sure something good also happens in the world.

For example:

- **WHEN something good happens in your business** (the 'Trigger') - such as receiving a referral, winning a customer, making a sale, delivering a service, getting paid on time or receiving a testimonial…

- **THEN something good also happens in the world** (the 'Impact') - because, for example, you make it possible for a child to access food, water, sanitation or education (each of

which can cost from as little as 1 cent a day - and will only take you a few seconds a year to build into your business model and systems). In other words, you give away some money (which can be from 1 cent – although many choose to give much more) to pay for an act of kindness so that something good happens in the world whenever something good happens in your business.



Of course, you have complete control over the choice of the 'When Good' triggers and the 'Then Good' act of kindness impacts you create.

But to help you understand what is possible, here are some real examples of what other businesses are already doing:

This TRIGGER i.e. the 'When Good'	**… leads to this IMPACT i.e. the 'Then Good'**
Every time we sell a budget product	… we provide grain seeds that will grow into a day's worth of food for an underprivileged child (the cost of doing this is 1 US cent)
Every time we sell a premium product	… we give 90 nutritious meals to homeless Americans (US$9.90 for 90 meals)
Every time our hashtag is used on social media	… we give one day of access to reading materials to a vulnerable child (1 cent)
Every time a delegate attends one of our workshops	… we provide someone with anti-trafficking training (US$1.26)
Every time we complete a 30 day contract	… we give 30 days of access to life saving water to families in Cambodia (30 cents for 30 days of water)
Every time a team member celebrates a birthday	… we give two mosquito nets to protect children from malaria and other diseases that could prevent them also enjoying another birthday (US$10 per net)
Every time a customer celebrates a birthday	… we provide 365 daily doses of vitamin supplements to children in need (US$3.65 for 365 doses)
Every time we receive a referral that turns into a valuable new customer	… we give a goat to help rural farming families earn a sustainable income for a year (US$12)
Every time a team member attends a networking function	... we give 7 days of access to life-saving clean water (7 cents for 7 days of water)
Every time we receive a positive online review or recommendation	… we plant a tree (40 cents to US$4 depending on the type of tree)

Every time we run a training session for a customer	… we give a day of business training to women in need (US$1 to US$4.90 depending on the type of training)
Every time we get a new follower on social media	… we give an hour of horticultural training to a person in need so they are better able to grow food (3 cents)
Every time we get an enquiry through our website	… we give a nourishing meal to a person in need in New Zealand (75 cents)
Every time someone fills in a timesheet	… we give 20 days of access to a special life-education program for children in India (80 cents)
Every time someone pays us on time	… we give a school meal to a child (11 cents)
Every time we have a meeting with a potential client	… we support an underprivileged child's education for a month (US$1.20 for 30 days support)
Every time someone reads our e-newsletter	… we give a day's worth of vitamin A supplements to help prevent child blindness (1 cent)
NOTE: The funding costs quoted here and elsewhere in the book were correct at the time of writing in early 2020, but may of course change over time.	

Remember, these are only examples. There is no requirement to do any of them, and certainly no requirement to do all of them. Instead you can use them as inspiration to help you come up with one or more When Good, Then Good combinations that work for you.

And in case it's not already crystal clear, consider this…

Why it's a great idea for you and the world

Thousands of businesses (including ours) have already built this process into their business models and systems. And collectively they've given over 200 million days of access to food, water, sanitation, education and much more to people in need and the planet (you can see the exact total in real time here www.b1g1.com[1]).

That's an average of over 50,000 days of help from every single one of those businesses.

So it's an idea that works for the world - delivering over 200 million days of help already, and the potential to make a transformative contribution to all the world's problems through the billions of days of help that could be provided if every single business were on board.

And it's also an idea that works for you - since it will help you to do the good, make the difference and create the legacy you said you wanted in Step 1.

Remember, the average Business for Good has already used this process easily and affordably to provide over 50,000 days of help.

[1] The total shown on www.b1g1.com includes all the giving impacts created via B1G1. Over 200 million of those giving impacts can be measured in days – ie the days of water, food, sanitation etc referred to above. The balance of the giving impacts are made up of those things that can't be measured in days e.g. the number of trees planted, mosquito nets provided, cataract operations carried out etc.

But your figure could be very different.

For example, you might set out to help 100 people, or plant 1,000 trees (over a 10-year period that's a very inexpensive 10 people or 100 trees a year respectively).

Or you might choose to emulate the one-man UK business that has provided 5.7 million days of help over the last 12 years. Or even the 12-person business in Australia that has a goal of providing a rather more expensive billion days of help!

You can do whatever you decide feels right.

And also a great idea for your business

Businesses do this because it is the right thing to do. Because they care. Because they want to make a difference. Because it makes them happy and their team members proud.

But a wonderful side-effect of doing good in this way is that your business may also receive very real commercial benefits in return. And the payback can be enormous.

For example, recent research by leading academics, Nielsen, Cone, Kantar and Havas into many different types of business behaviour, that can collectively be labelled as 'doing good', suggests that the payback includes:

- **Faster growth** - because, on average, businesses doing good grow four times faster than the rest.

- **Higher brand value** - because brands doing good increase in value twice as quickly as brands seen as having a low sense of purpose.

- **Competitive advantage** - because 89% of people are likely to switch from a business that isn't doing good to one that is.

- **Improved loyalty** - because 88% of customers are loyal to businesses doing good.

- **Word of mouth advertising** - because 81% will tell others about businesses doing good.

- **Higher prices** - because 66% of people are willing to pay more for products and services from businesses doing good (with several studies suggesting as much as 12-20% more).

- **Higher productivity** - for example, one study found that salespeople make 143% more sales when working for a business doing good.

- **Future proofing** - because 79% of consumers expect businesses to do more good in the future than they have in the past.

- **Millennial and centennial appeal** - because doing good is even more important to the millennials and centennials who will be your customers for longer than any other group.

So, as Sir Richard Branson often says, "doing good really is good for business".

But a quick word of warning - the 'direction' and intent have to be clear.

Seth Godin expressed it beautifully in a post headed 'In Search of Reciprocity':

> "If your posture is to give hoping that you'll earn the moral high ground and thus get something back, *you didn't give first.*
>
> You gave second.
>
> You're saying, 'how can I incur a debt, one that I'm going to use to achieve my goals.'
>
> If the words 'I' and 'my' appear in your reasoning before you get to the work you're hoping to contribute, then your goal is reciprocity. Calling it generosity merely confuses the issue."

So remember, your intent to give comes FIRST. And here's some more good news…

Quick, easy and affordable

Thanks to technology, adopting the 'When Good, Then Good' approach is remarkably quick and easy. For example, the B1G1 business giving initiative allows you to access more than 500 enormously high-impact, carefully vetted projects.

In just a few seconds you can find and fund projects that resonate with your values, your interests (or even your customers' interests) and your priorities.

And technology also makes it very affordable. For example, as you've already seen, it costs from as little as:

- US0.01 to provide a day's worth of e-learning, pesticides and manure, clothing or rabies protection.
- US$0.10 to provide a week's worth of vitamin supplements, library books or sanitation.
- US$0.11 to give a nourishing meal to a homeless American.
- US$0.40 to plant a forest tree to combat climate change and improve the environment.
- US$1 to provide an underprivileged child with 4 months of access to a safe playground, 6 weeks of musical education or a month's worth of teaching materials.
- US$1.28 to irrigate an entire village for a month.
- US$1.50 to plant a mango tree that, as well as the environmental benefits, also provides food and a source of income for a poor farming family.
- US$1.54 to provide a week's worth of anti-retroviral drugs to fight HIV/AIDS.
- US$1.68 to provide an underprivileged child with a year of clean water.
- US$1.85 to provide grain seeds that will grow into a year's supply of food.

- US$5 to save a square meter of rainforest, provide 5 weeks of sports training, look after an old person for two weeks or provide a mosquito net.

- US$10 to provide the lens for a cataract operation or give one person access to a water well for life, and

- US$26 to provide a potentially life-saving breast cancer screening test to a woman in extreme poverty.

- NOTE: These costs were all taken from www.b1g1.com/view-all-project at the time of writing in early 2020. And they illustrate very dramatically how far a few dollars can go when used wisely in projects that really deliver. Interestingly, the total cost to make every single one of the wonderful things listed in the bullet points above is only US$77.03. Isn't that extraordinary!

  Equally extraordinarily, while a small number of B1G1 projects cost over $500 to support, 80% of all their projects are currently US$10 or less to support, and 50% are US$1 or less.

Clearly, the cost and effort involved in using the When Good, Then Good approach is tiny. And that tiny cost can easily be funded out of the much larger amounts of money and other benefits generated when more of the good things (such as more new customers, more sales and more on time payments) happen in your business.

How to avoid failure

So let's check where we are right now. You know you want to do good. You now know that technology makes it really easy. And you realise affordability isn't a problem.

So… what could possibly go wrong?

Well, sadly two common aspects of human behaviour can get in the way. Either we never get round to starting. Or we start, but don't keep going.

To prevent the first kind of failure - i.e. not even starting - do an immediate Nike! Just do it… NOW. Don't hide behind 'I'll do it tomorrow' type excuses. Because tomorrow there will be another reason why you put it off again.

The only sure-fire solution is to start now. Before you put this book down. With no excuses, no procrastination and no exception.

The keys to preventing the second kind of failure - i.e. not keeping going - are to:
- Recognise that it is not about one-off random acts of kindness, and that it is too important to be left to chance, or to rely on people remembering to do things.
- Instead it needs to become part of the culture and habits of your business.
- For that to happen you need your entire team to be involved.
- So there is a checklist in Action Step 2.5 that helps you do exactly that.

Action Step 2.1

What do you want to use as 'When Good' triggers to create your 'Then Good' impacts?

You'll see a list below of some of the triggers other businesses have used for inspiration. But you may want to use completely different types of triggers.

The number of triggers is also up to you. Some businesses only use one trigger: such as the coffee shop that gives children in rural Africa access to a day of clean water for every hot drink sold. Others use many triggers: such as the training business that has one trigger for each of the 17 UN Global Goals (see Action Step 2.2 for a reminder of all 17).

ENCOURAGE: Things you want to encourage others to do more often	**CELEBRATE: Things you want to celebrate**	**THANK: Things you want to say thank you for**
Visiting your website Joining your mailing list Opening an e-shot Clicking on a link in an e-shot Downloading your freebie Trialling your product Becoming a customer Using your product Registering a warranty Making a sale Making a repeat purchase Buying an upgrade Giving a referral Paying on time Following on social media Liking/sharing your posts	Loyalty Birthdays Holidays Reaching a milestone Completing a project Ticking off a 'to do list' item Getting positive feedback Hitting a target A new team member Another day in business Getting to Friday The sun shining Other things you enjoy	Going the extra mile Meeting you Registering for a webinar Coming to an event Giving a testimonial Posting a positive review Taking part in a survey Helping you Updating their contact details Showing kindness Forgiving you for a mistake Another day of good health

Action Step 2.2

What 'Then Good' act of kindness impacts do you want to link those triggers to?

As always, the choice is entirely yours. (Although most leaders do also recognise the value of involving their team in the selection process).

Some of the questions you might want to ask to help you choose include:

- **What resonates with you and the team?** For example, if you love animals you might want to help rescue, feed or vaccinate stray dogs.

- **What might resonate with your customers?** For example, if most of your customers are retired, you might want to help look after impoverished older people in need.

- **What connects with the products or services you sell?** For example, an optician might want to help remove cataracts, a restaurant might want to feed the homeless, and an Accountant might want to provide a micro-loan to help a family lift themselves out of poverty by starting a small business.

- **What numbers resonate?** For example, when a customer orders 57 units of one of your products, you might celebrate by giving 57 days of help to someone in need. Or when they have been a customer for 5 years, you might like to plant 5 trees. In each case you may be able to create a stronger connection by making the numbers resonate.

You may also want to be influenced by what resonates most with you from the 17 priority areas identified by the UN Sustainable Development Goals (the 'SDGs' or 'Global Goals'). There is more detail on them in Appendix 2, but as a reminder, they are:

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Climate Action

GOAL 14: Life Below Water

GOAL 15: Life on Land

GOAL 16: Peace and Justice

GOAL 17: Partnerships to achieve the Goals

And remember, you can make the choice much easier by using the search tools to quickly sort through hundreds of carefully vetted projects via B1G1 at **www.b1g1.com/view-all-project.**

Continued on next page

Action Step 2.2 continued

Use this space to capture more of the ‘Then Good’ act of kindness impacts you want to link your triggers to

Action Step 2.3

Use the table below to bring your ideas from Action Steps 2.1 and 2.2 together to map out what you are going to use as triggers, and what impacts each of these triggers is going to lead to.

Your WHEN GOOD triggers	Your THEN GOOD impacts

Action Step 2.4

Are you going to avoid the first type of failure - i.e. not even starting - by making a start immediately?

This is a simple binary choice. So the one word answer you write below must be either 'Yes' or 'No'. Nothing else is acceptable.

Action Step 2.5

Use this checklist to make sure that you avoid the second type of failure - i.e. not keeping going.

The key is to recognise that this is not about random one-off acts of kindness - and that it is too important to be left to chance or to rely on people remembering to do things. Instead it needs to become part of the culture and habits of your business. That means, of course, that you need to get your entire team involved.

	Tick when done
1. Start by explaining to your team what you want to do and why – and let them see how it will help them be true to their values and beliefs.	
2. Involve them in choosing your 'When Good' triggers and the resulting 'Then Good' impacts. And also involve them in setting goals for the impact you want to make. This kind of ownership makes them much more likely to keep going.	
3. Your 'When Good, Then Good' approach should be embedded into your business systems/processes/workflows/habits/cultures. For example, by including it in your training programmes, operational manuals, job descriptions, checklists, and management meeting agendas.	
4. Better still, you should use technology to automate it in order to make failure impossible. For example, www.b1g1.com allows you to automate everything in over a thousand of the world's most widely used software tools, including Mailchimp, QuickBooks, Xero, Google, Facebook, Dropbox, YouTube, Microsoft Office, Eventbrite, Infusionsoft, LinkedIn, PayPal, Zoom, GoToMeeting, eBay, Slack, Trello, WordPress and many others.	
5. Share an 'Impact Scorecard' with your entire team that measures your impact and compares it to your goals. Since the resulting accountability makes sustained commitment much more likely. Exactly how to do this is explained in the next chapter.	
6. Appoint a 'Business for Good Champion' to drive things forward – remembering that an enthusiastic volunteer, however inexperienced, will probably do a much better job than a reluctant conscript.	
7. What else are you going to do?	

Action Step 2.6

To make this happen easily and quickly you also need to use the right tools so that you can create the maximum impact with the minimum effort.

Of course, you can use whatever tools work best for you. Appendix 2 explains why Steve Pipe uses www.b1g1.com as his toolkit, and why you might want to do the same.

So please read that to fully understand your options.

And write 'Done' in large letters in this box once you have done that.

Action Step 2.7

Check out the further guidance, including video training, on www.ourtimetorise.global. Everything there is up to date, practical, and completely free of charge. So it will really help.

Write 'Done' in large letters in this box once you have done that.

STEP 3 – Storify

Now that you've completed and implemented Action Steps 1 and 2, you really are a Business for Good. You really are making the world a better place. And you really have risen.

Congratulations. And thank you.

Now it's time to tell the world the story of what you are doing.

Not to be boastful, of course. But to inspire. Specifically, to inspire those inside your business to continue and build on what you've started together. And perhaps to also inspire those outside your business to do something similar.

The core elements of your story

The elements you need to make your story compelling are:

1. **The right words** – So that it comes across as humble and inspiring – rather than boastful.

2. **The right numbers** – For credibility, authenticity, verifiability, believability and accountability.

3. **The right images** – Pictures and images will help to bring your story alive. But to avoid guilt-tripping, appearing sanctimonious, or risking compassion fatigue, they should always be positive images.

4. **The right emotions** – People will be inspired to do even more by a story that makes them feel happy, joyful, empowered, helpful, valued and optimistic. So the focus should always be on the positive impact you are having (since that leads to positive emotions) rather than the negative pain you are trying to tackle (since that leads to negative emotions).

The right words

We know from working with thousands of businesses around the globe, that there are words... and there are words.

Some words - even words we might frequently use - drive away attention rather than attract it. Some words and phrases compel. Others may not totally repel, but they might well set up negative feelings in a lot of people.

Take this seemingly inoffensive word - 'charity'.

It turns out that in most Western countries, it's a word that is NOT received warmly.

Let's put that more specifically for you - close to 70% of people have either had a bad experience with 'charities' or they know someone who has. Surprising, perhaps. And absolutely important to know.

And it's not just that word... it's pretty much any word that's 'tied to' charities. A good example is 'DONATE'. It turns out that's also a word you want to avoid (by the way, the simple word 'give' is ALWAYS received positively).

Let's put just these two thoughts together in a sentence so you see the impact.

Contrast this: "We regularly donate to charities"…

… with this: "We regularly give to high impact projects to make a difference in our community and in the world too."

The first, which focuses on what you are doing, can sound boastful. Whereas the second focuses on the impact, so it 'lands' much more positively.

Here are two lovely examples of how to get it right:



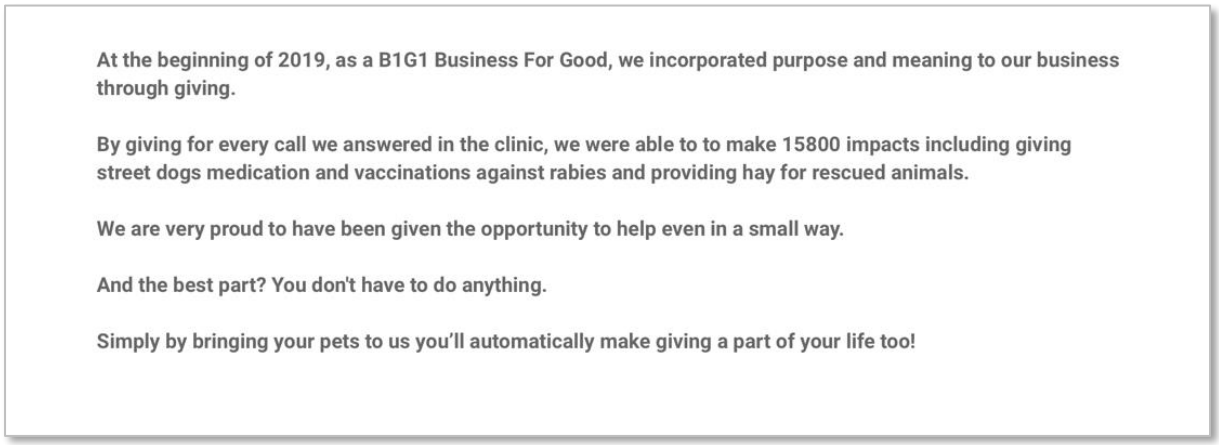


Figure 1 – The words one vet uses

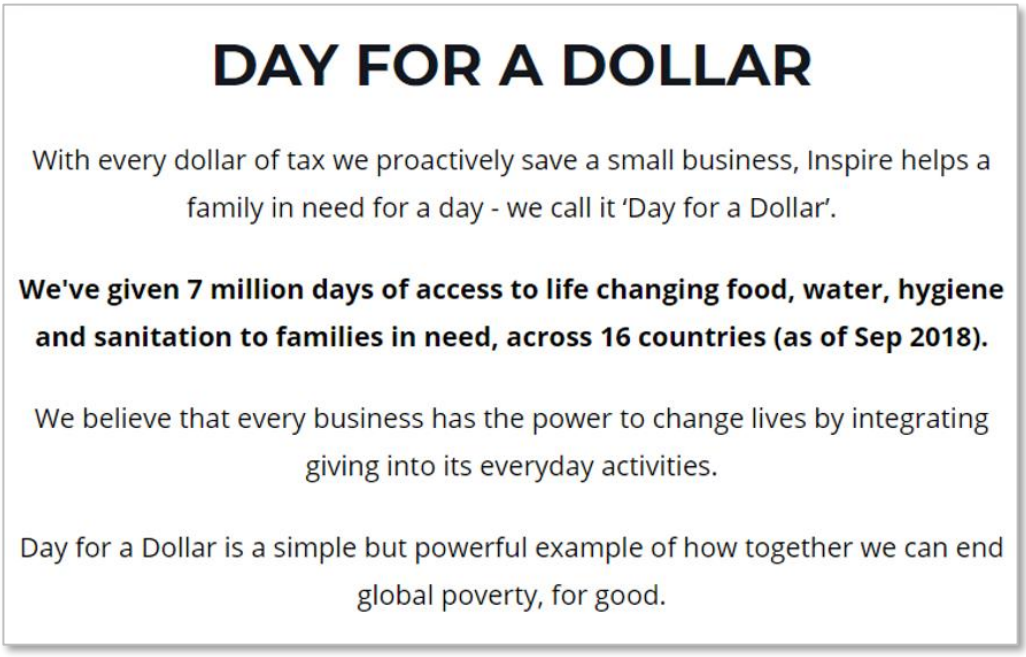


Figure 2 – The words one tax planning business uses

The five principles underpinning the best examples appear to be:

1. They use words such as 'worthy cause' and 'high impact project' instead of 'charity, and 'give' and 'giving' instead of 'donate'.

2. They tell a really specific story rather than use vague platitudes e.g. "for every dollar we save you we give a day's worth of food, water or sanitation to people in need" rather than "we proudly support XYZ charities" or "we give [an unspecified] percentage of our sales/profits to charity".

3. They explain the context and reason why e.g. "we wanted to become a Business for Good", "we wanted to incorporate greater purpose and meaning into what we do" and "we believe every business has the power to change lives by integrating giving into its everyday activities".

4. They quantify their story to make it real e.g. "7 million days of help across 16 countries" (there is much more on this in the next section).

5. And instead of claiming to be heroes themselves, they make other people the heroes e.g. "simply by doing business with us in the normal way you are helping to make something wonderful happen" and "together we can end global poverty."

So reflect on these five principles. Get inspiration from how others are using them. And use them all to help craft your own words.

You'll see more on how to find the right words in Appendix 1, along with many examples across the book. But first, let's switch our focus to these…

The right numbers

People are naturally sceptical.

But you can overcome that scepticism by providing proof of the impact you are having. And backing up that proof with independently verified data.

And that is why every business should have an 'Impact Scorecard' in a prominent position on its website.

Your Impact Scorecard should contain three types of data:

1. **Your impact on the UN Global Goals** – since there is real credibility in measuring yourself against this globally respected framework.
2. **Your impact analysed by type** – i.e. how many trees have been planted, how many days of food, water or education provided etc.
3. **Your impact analysed by geography** – i.e. where in the world you have made a difference.

For example, when you use the resources at www.b1g1.com you can create a complete Impact Scorecard (in less than 15 minutes) that shows all three types of data in real time as follows:



Figure 3 - How to show your impact on the UN Global Goals

NOTE: Your Impact Scorecard only needs to show the UN Global Goals that you are supporting. So in the example above Global Goal 14 is missing because this business has chosen not to choose projects that link to that particular Goal.

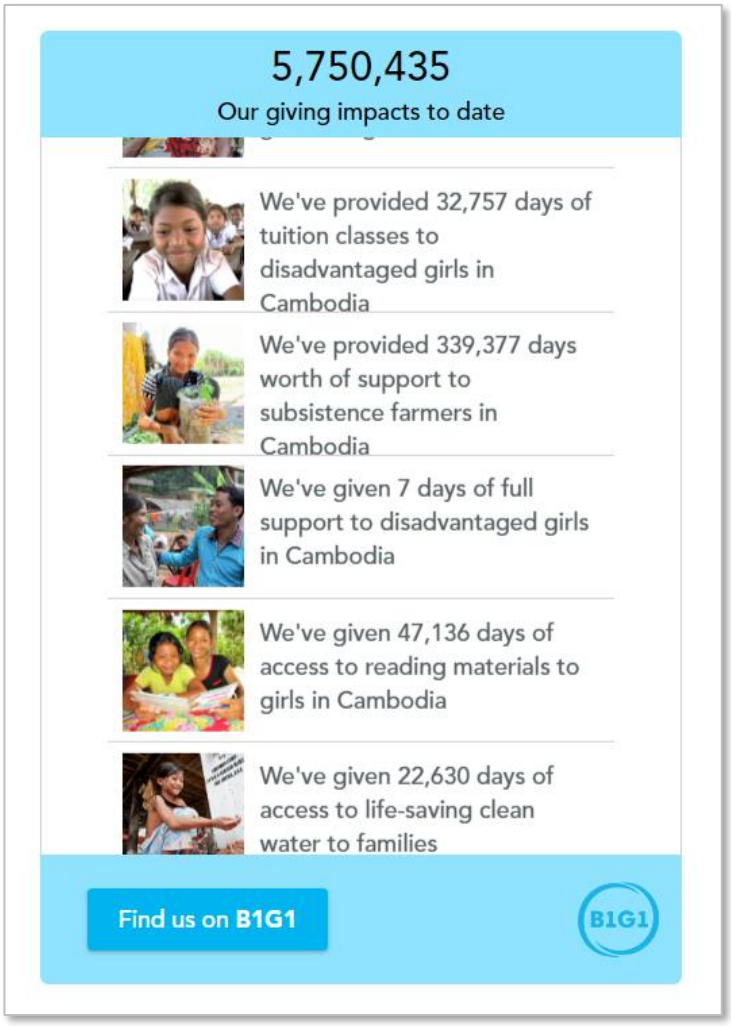


Figure 4 - How to show your impact analysed by type



Figure 5 - How to show your impact analysed by geography

You can see how Steve has used www.b1g1.com to create the Impact Scorecard for his business here https://stevepipe.kartra.com/page/Impact.

IMPORTANT NOTE: There is another big reason why your Impact Scorecard should contain all three of these types of data… not all impacts are equal. One day of access to health care and one day of access to a library book, for example, probably don't have exactly the same impacts on the lives of the people receiving them. They are both valuable, both important. But there are probably differences in how much they cost and how much of a difference they make.

If the Impact Scorecard above only quoted the headline total of 5,750,435 impacts, these distinctions would be lost. And there might be a temptation to support the lowest cost projects in order to make that single dimensional number as large as possible at the lowest possible cost.

But by including the much richer analysis in Figure 4, for example – where the B1G1 functionality scrolls a list of every single giving in real time – the focus is rightly brought back to the quality of those impacts, not just the quantity.

The right images

Traditionally charities have told their stories using pictures of pain - such as starving children with distended tummies and dressed in rags.

Don't fall into that trap! PLEASE.

Just understand this: people will be inspired to do even more by reading a story that makes them feel happy, joyful, empowered, helpful, valued and optimistic.

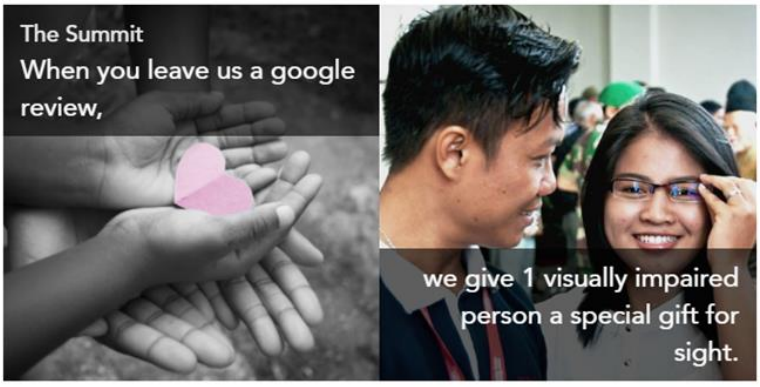
So the images you use should always illustrate the positive impact you are having, rather than the negative pain you are trying to tackle.

Look at the images across these pages. It is no accident that they all feature happy, smiling people.

Many businesses also create bespoke images to illustrate how they are using the 'When Good, Then Good' process. For example, we have seen these and many other bespoke images created using the B1G1 'Giving Story' tool:

Figure 6 – Examples of giving stories









Many businesses also use images of the UN Global Goals – which can be downloaded for free here https://www.globalgoals.org/resources.

Action Step 3.1

Use this checklist to ensure that you are telling your story in the most compelling way possible.	Tick when done
Do you have an Impact page in a prominent position on your website (and not hidden away in a sub-menu)?	
Does it include an Impact Scorecard analysing your real time impact data by UN Global Goal, type and geography?	
Are you using the right language so your story comes across as humble and inspiring, rather than boastful? For example: • Using words such as 'worthy cause' and 'high impact project' instead of 'charity, and 'give' and 'giving' instead of 'donate'. • Telling a really specific story rather than using vague platitudes • Explaining the context and reason why • Quantifying the impact to make it real • Making other people the heroes	
Are you focusing on the impacts and not the $ cost of creating those impacts?	
If relevant, have you properly explained why you are focussing on helping people locally and around the world? (Q10 in Appendix 2 shows how to do this).	
Are you only using positive images?	
Have you created bespoke 'Giving Story' images to illustrate how you are using the 'When Good, Then Good' process?	

Action Step 3.2

To make this happen easily and quickly you also need to use the right tools so that you create the maximum impact with the minimum effort when you Storify.

Of course, you can use whatever tools work best for you.

Appendix 2 explains why Steve uses www.b1g1.com as his toolkit to:

- Identify and give to fully vetted worthy causes around the world.
- Focus on the impact that is created, rather than the cost of creating it.
- Make a genuine difference to someone's life from as little as 1 US cent.
- Instantly see exactly where the money is going.

- Get the branding, visual, written and technological resources to be able tell his story as a Business for Good.

- Automate giving stories so that when one of his chosen triggers happens, his chosen giving is automatically put in his giving basket ready for him to approve.

- Create Impact Scorecards without any web design skills, simply by cutting and pasting a few pieces of automatically generated code.

- Populate Impact Scorecards with real time data.

- Be part of a supportive community of other Businesses for Good who are always willing to share their ideas, insights and experiences to help make it all even easier.

So, if you haven't already, please read Appendix 2 to fully understand your options.

And write 'Done' in large letters in this box once you have done that.

Action Step 3.3

Check out the further guidance, including video training, on www.ourtimetorise.global. Everything there is up to date, practical, and completely free of charge. It will really help.

Write 'Done' in large letters in this box once you have done that.

STEP 4 – Elevate

By now you really have risen and you have a wonderful story to tell.

Congratulations. But let's not stop rising… yet.

It's time to RISE up even further. To inspire others. To build a tribe. To power a movement. And to help elevate all of us to another level.

Elevate by simply telling your story

Remember how you felt when you realised that you could use your business to make the world a better place. It was inspiring and exciting, wasn't it?

Well, you now have the power to inspire, excite and elevate others by:

- Talking about what you are doing, why you are doing it, the impact you are having and how it makes you, your team and your families feel.
- Telling that story via your social media posts, blogs, podcasts, videos and in your marketing – as well as in emails and letters.
- Sharing it with your customers, suppliers, prospects, professional advisers, and all your other contacts and connections.
- Introducing it during meetings and networking events.
- And letting the press know too.

Elevate by giving this book away

If you have found this book useful, your contacts will too. So give them all copies.

It won't cost you a single penny to give away dozens, hundreds or perhaps even thousands of digital copies. And no trees will be cut down either.

And that's because…

You are hereby granted a lifetime license to give away for free the standard edition of this book in PDF format to an unlimited number of people without ever needing to pay anyone a single penny.

There really are no costs or catches. We simply want to do everything we can to help you to help make the world a better place

If you want, we'll even create a personalised edition of the book for you:

- With wording such as ‘Produced for the friends of [your business’ name]’ on the front cover.

- With a short foreword written by you to introduce the book and tell the story of what it has inspired you to do, and

- With your contact details on the back cover.

- So it really will be ‘your’ book.

And you’ll be able to give away for free an unlimited number of PDF copies of that personalised edition too.

Imagine the incredibly positive impact that will have on the world (and also on your reputation).

Elevate even further through events

We can also help you to run webinars to share the message in this book (i.e. your book) with your contacts.

It can be effortless if you want, because we can either show you exactly what to do, or actually do it for you.

And we’ll even provide all the technology, all the marketing material, all the content and all the speakers if you would like us to.

You can see a recording of one such webinar on www.ourtimetorise.global.

Simply contact us via steve@stevepipe.com to discuss exactly how it could work for you.

And if you want to think even bigger, we can also help you find a Speaker for Good to present a live seminar, keynote or conference for you in your area too.

Both are brilliant ways to spread the word.

The ultimate elevation

All of the elevation ideas above are great. But there is one even more powerful thing you can do.

But a word of warning… it isn’t right for everyone. So let’s talk about it now.

This book has been deliberately written in a step-by-step workbook style so that you can, if you want, use it as a consulting tool.

A consulting tool that gives you everything you need to provide Impact Advisory Services. Right here you’ve got everything you need to help any business make a profound difference by becoming a Business for Good. You’ve got everything you need to become an Impact Advisor or Consultant.

And you can provide those Impact Advisory services:

- **For free** - on an informal, goodwill or pro-bono basis.

- **For a fee** - as a commercial service that you earn profits from. And, of course, when you sell that kind of service you can (and probably should) set it up as another of your 'When Good' triggers that makes another 'Then Good' act of kindness and impact happen.

Remember, there is nothing wrong with charging for your services in this way. After all, doctors, nurses, pharmaceutical companies, social workers, teachers, charity employees and many others can only make life better for us all if they are paid. So if you want to get paid too, that is entirely fair.

Best of all, there are no qualifications or experience required to provide these Impact Advisory services. Anyone in your business can do it. Even your most junior team member.

All they need is a strong desire to make the world a better place, and a few hours to master this book.

So look around. Find a really enthusiastic volunteer (which could be you!). And watch them fly.

IMPORTANT NOTE: To be seen as having credibility and integrity as an Impact Advisor, you clearly must have applied the process to your own business first. You must be seen to walk the talk.

Measuring your elevated impact

As you inspire others to also RISE, you will build a tribe. A community of other businesses that follows your lead and becomes Businesses for Good by building the 'When Good, Then Good' approach into what they do too.

So the numbers on your Impact Scorecard will no longer tell the whole story.

And there will be one more element that needs adding to your scorecard: the positive impact your tribe is having on the world.

The tools at www.b1g1.com make this possible by tracking in real time the impact totals across your entire tribe (they call it your 'Leveraged Impact'). And it only takes a few seconds to paste a tiny piece of their HTML code onto your website in order to have those real time numbers appearing on your Impact Scorecard.

For example, Steve describes these as 'indirect impacts' on his scorecard (to differentiate them from the impacts his business has directly created), and displays them like this:

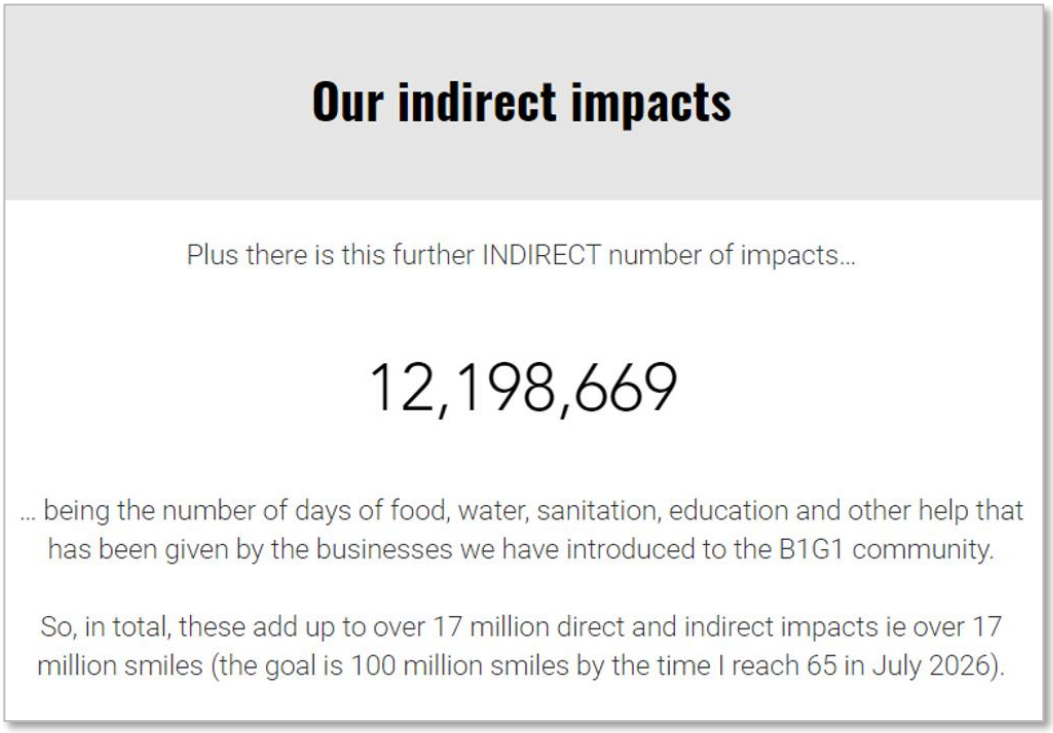


Figure 7 – An example of measuring your elevated impact

Action Step 4.1

What are you going to do to inspire others, build a tribe, power the Business for Good movement, and help elevate us all to another level?

Remember, everything on this list is optional. But the more you do, the bigger your impact, and the better life gets for everyone.

	Are you going to do this? "Yes" or "No"
1. Telling the story of how you are using your business to make the world a better place:	
• In social media posts and blogs	
• In podcasts and videos	
• In your marketing material	
• In emails and letters	
• Telling your customers, prospects and suppliers	
• Telling your professional advisers	
• Telling your other contacts and connections	
• Introducing it at networking events	
• Sending a press release to let the media know what you are doing (you'll find a draft press release in the Appendix to this chapter)	
2. Giving away free PDF copies of the standard edition of this book to your contacts	
3. Visiting www.ourtimetorise.global to get a personalised edition of this book to give away for free to your contacts	
4. Contacting steve@stevepipe.com to find out about running a webinar	
5. Visiting www.speakersforgood.global to find out how a Speaker for Good could help you present a seminar, keynote or conference	
6. Using the step-by-step approach in this book to offer a free Impact Advisory service	
7. Using the step-by-step approach in this book to earn money by providing a paid-for Impact Advisory service	
8. Measuring the impact of your tribe on your Impact Scorecard	
What else?	

Action Step 4.2

Check out the further guidance, including video training, on www.ourtimetorise.global. Everything there is up to date, practical, and completely free of charge. So it will really help.

Write 'Done' in large letters in this box once you have done that.

Step 4 resources - A press release to help you Elevate

On the next page you will find a ready-to-use press release to help you tell your story to the media.

All you need to do is:

1 Add your business's contact details etc. in all the places marked by square brackets.

2 Decide whether you are happy to commit to supporting the three example projects – or whether you would rather replace them with some of your other 'When Good, Then Good' commitments.

3 Change the Press Release in any other way you want (it doesn't need to be changed - but obviously it can be if you wish).

4 Email it to all your local newspapers, magazines, radio stations and online media channels.

5 But actually, it really doesn't matter if it is never published because the real payback comes when you also... post the Press Release direct to your contacts (e.g. customers, prospects, referral sources and everyone else in your network) with a compliment slip saying something like "Just in case you miss this in the press, I thought you might be interested in what we are doing to make the world a better place for us all" **(Sending Press Releases to non-journalists in this way <u>always</u> gets you noticed - and we recommend it most strongly).**

6 For the same reasons, you should also publish your Press Release on social media.

7 Monitor the media for coverage over the next couple of weeks – since they probably won't tell you if they use your release.

8 Cut out and mount the coverage you get – putting it all in a press cuttings folder, and also on your website.

9 Frame the very best press cuttings.

10 Display your press cutting folders and framed coverage prominently on your walls – so that customers and prospects see them when they visit.

NOTE: The press release was written on the assumption that you will use it straightway. So it refers to you "just joining" and "launching". You will therefore need to tweak it slightly if you are using it at a later time.

Press Release

[Insert Date]

[Location]-based [Business type e.g. Accounting Firm] [Name of business] focusing on making our world a better place

This week [Business name] became one of the first [Type of business] in [Location] to publicly commit to making our world a better place, by joining the worldwide Business Giving Movement, b1g1.com. It means that they are now able to link each activity in the business to making something great happen in our world.

Launching their commitment, [Owner/Director/Partner] [Name] explained:

> "We can now match our activities to over 500 high-impact projects. So, for example, every time we send an email, a child in need will get access to pure, life-saving water. Every time we finish a job, a homeless person will be fed. And whenever we win a new customer, an African family in need will get a goat to create a sustainable income."
>
> "And we're really excited about helping our customers and contacts to do the same things too, so that together we make an even bigger difference together. What's really important about this initiative as well is that it allows us and our clients to link directly to the UN Sustainable Development Goals — 17 targets that mankind must collectively achieve by 2030."

There is now a real groundswell of Conscious Businesses around the world that are part of the B1G1 movement. And [Business name] plans to create many more too. "It really is the way forward for business," [Name] said.

B1G1 Chairman, Paul Dunn, commented:

> "We are really thrilled to have [Business name] joining the global initiative. Already we've gone past 200 Million giving impacts around the world. And adding [Business name] in is going to help us get to our 1 Billion impact goal faster. What's really great about this is how [Business name] will be involving the entire community. Their customers will get a new sense of purpose and connection, helping them differentiate themselves in their markets as well. [Business name] is setting a superb example of what it means to become a Business for Good."

Notes to editors:

1 A photograph of [Person named in Press Release] can be downloaded here [Insert link]

2 A photograph of Paul Dunn can be downloaded here https://www.dropbox.com/s/dz9in4vfu642oqm/Paul%20Dunn%20Profile-new.pdf?dl=0

3 [Insert a couple of sentences about your business, where it is based, how many team members it has etc.]

4 Full details about B1G1 can be found here www.b1g1.com

5 For further information contact [Insert your contact name and telephone number]

Appendix 1 – Optional advanced steps

By now you have covered the four core steps in turning your business into a real force for good.

This appendix looks at some powerful additional steps that, while not essential, will make you even more impactful.

It's the longest chapter in the book - but will still take you less than 15 minutes to read. And once you've read it, you'll have an even better understanding of how to RISE.

Set impact goals

Impact Goals can be much more motivating than traditional results goals. For example, consider two alternative ways of framing exactly the same business goal:

- **Results Goal:** Our goal is to earn $1 million of profits for our shareholders. And we will achieve that by selling 1 million cups of coffee with $1 profit per cup.

- **Impact Goal:** Our goal is to provide 1 million days of pure clean water to underprivileged children in their villages, so they stay healthy and have the time to get an education (instead of needing to spend hours a day bringing water back from a distant well or stream). And we will achieve that by giving one day's worth of water for every cup of coffee we sell.

Which goal do you think will motivate your team to sell more coffee?

Almost certainly the Impact Goal, because it gives purpose, meaning and value to those sales, and is helping to make the world a better place.

Remember too, it can cost as little as US$1.68 per person to provide clean water for a year.

And that tiny cost can very easily be funded from the $1 million or more in profits it helps to generate in our example.

Of course, those aren't the exact numbers for your business. But you get the point.

Align your traditional results-based goals (e.g. the $1million profit in our example) with a new type of impact-based goals (e.g. the 1 million days of water), so that by achieving your Impact Goal you will also be achieving your results goals (we did this in the example above by giving a day's worth of water with every coffee sold).

Then focus everything on the Impact Goals. And inspire everyone to achieve those goals, since it will mean you automatically achieve your results goals at the same time.

Setting Impact Goals in this way will yield an extraordinary return on investment for the business. It's an extraordinarily easy way of giving your team purpose and joy. And an extraordinarily simple way of making the world a better place.

As one successful business leader, Glen Carlson at Dent Global put it recently on a Podcast:

> "Obviously the list is absolutely endless in terms of giving triggers that you can build into your organisation. So, one of the things that we did is we looked at what are the top eight metrics that we measure in our business. Net Promoter Score, Employee Promoter Score, revenue, profit, sales, things of this nature.
>
> We now have each one of those metrics linked to a giving impact. So, instead of my team measuring how many sales are we making, my team are measuring how many impacts are we creating in the world. So it's the same thing - growth in one [automatically] leads to growth in the other.
>
> But it just really connects my team to this idea that we're not just here to make money we're not just here to make sales and we're not just here to help our clients, right, we're here for something bigger. We're here for something more important.
>
> And B1G1 allows that to be automated, fully vetted, super easy, click a button. BANG! And it's done.
>
> It's actually achieved some of the most valuable business goals that not just I, but I think most business owners have… which is they want a team that really cares about the growth, the success, the prosperity of the business.
>
> And there's very much a palpable sense that we're doing this not to just line Glen's pockets but to make a dent in the universe. That is a very, very, very, very hard thing to engineer.
>
> I don't think it's a thing money can buy. You can't pay a guru to come in and set that scene.
>
> However, aligning with the Global Goals and deciding that your business is going to act as a force for good in the world seems to solve all of those problems. So, I'm stoked. It's wild. I'm proud. It's just very, very cool."

You can hear Glen saying all of this on www.ourtimetorise.global.

Advanced Question 1 - How can you best adapt this idea for your business?

Find the best words to explain, connect and inspire

You will, of course, want to find your own words to explain what you are doing and why. But this example might be a useful starting point:

> "Back in 2015 every civilised country in the world signed up to 17 Global Goals to make the world a better place for us all. And we're passionate about making things better.
>
> Providing great products and services, acting ethically and becoming more sustainable and environmentally friendly are a big part of that, of course. But we want to do even more, even more quickly.
>
> So we have set ourselves a goal of creating 1 million [or any other impact goal number you choose] impacts across the Global Goals. Impacts that we like to refer to as 'smiles', because that's what they lead to.
>
> Last time I looked we had created just over 127,000 impacts. That's over 127,000 smiles. Just by doing what we normally do.
>
> The exact up to date number is on the Impact Scorecard on our website. Would you like me to show you?"

At which point you can overcome any scepticism by showing your Impact Scorecard to them on your mobile phone or laptop.

But you don't have to stop there.

One of the keys to deepening your connection, relationship and trust with them even further is to…

Give live in front of them

A great way to connect and inspire even further is to continue by saying something like:

> "To help nudge the dial closer to our goal of creating 1 million smiles, I'd like to make something wonderful happen together.
>
> You see, to thank you for [visiting today/meeting me/coming in/giving me your details/ringing up or some other trigger], I'd like to make one of these three things happen on your behalf but at our expense: feed an underprivileged child for a week, help them get an education for a week, or protect them against child blindness for a week.
>
> [NOTE: Each of these particular projects will cost you less than 20 cents to support. But you can of course replace them with any other projects at any other lower or higher cost you want].
>
> Which of those three would you most like to make happen today?"

When they tell you which project they would like you to support on their behalf, say something like:

"That's a lovely choice. So let me make it happen straight away"

And at that point you simply go online via your phone or computer and support their chosen project live in front of them. (NOTE: B1G1's 'Impact Now' App makes it really easy to do from any phone. And you'll even hear the sound of young children cheering you on as you do it!)

By doing it in this way you make everything real, believable and credible. You prove that you really mean it. And you create a very positive impression, which in turn gives you the opportunity to…

Ask them how it feels

Whenever you create an impact by giving on behalf of someone else (for example, when you give to thank a customer for meeting you, buying from you, paying you or giving you a referral), you should follow up by asking:

"Can I just ask you how it feels knowing that just because you came to this meeting [or whatever other trigger is relevant] a child was fed for a week [or whatever other giving you are making on their behalf], and that you've played your part in moving us toward our target of creating a million smiles?"

And when they say something like "Wonderful" or "Amazing", finish by saying:

"To help us help as many people as possible, would you mind writing what you just said - 'Amazing' - on this Impact Sheet?"


IMPACT

Please complete this sentence in a couple of words

What [insert business name] is doing to make the world a better place is…

We hope to share this document with others to help inspire even more kindness in the world.

If you are happy to be identified as helping to make the world a better place in this way, please add your name.
If you would prefer to remain anonymous, please don't add your name.
And if you don't want to help, please don't give it back to us.

Figure 8 – Example of an Impact Sheet

Once they have filled in their Impact sheet, ask if you can use your phone to take a photograph of them holding it. And then ask if you can share that photo on social media to help inspire other business owners.

Finally, if they are really excited, you could also ask if you can use your phone to record a few seconds of video in which they talk about what has just happened and how good it makes them feel.

You can then:

- Put the impact sheets up on the wall to inspire your team and visitors.
- Share them via social media, your website and blogs.
- And use any photos and videos in the same sorts of ways.

Advanced Question 2 - How can you best adapt the ideas in the last three sections for your business?

Put the Global Goals on your walls

A great way to start these sorts of conversations is to display the UN Global Goals prominently in your premises.



Figure 9 - Making a clear statement about what you stand for

They look particularly impressive as transparent vinyl signs as shown above. But they also work well as posters, framed prints or canvas prints. And any sign printer should be able to create these for you using the artwork here www.globalgoals.org/resources.

Advanced Question 3 - How can you best adapt this idea for your business?

Put the Global Goals on your business cards

Another great way to start conversations is to include the Global Goals on your business cards.

For example, you could put something like this on the back:



Figure 10 – Wording on the back of a business card

Or perhaps you could adapt the idea from the back of these cards (which were hidden underneath chairs at events for people to find):





Figure 11 – Using business cards to give

For example, you could change the wording of the second card to “Because you accepted this card, a person in Malawi gets access to life-saving clean water for a month”. And you could link the QR code to a page on your website explaining what you are doing and why.

Advanced Question 4 - How can you best adapt these ideas for your business?

Other things to put on your business cards

One of the things to notice here is that the 'triggers' we've been talking about in RISE can also be described as MOMENTS. Moments are cool things to think of - and they're always tiny things, they happen in the literal blink of an eye. So thinking about moments forces us to think of tiny things we may not have thought of before (Paul likes to call it 'Power of Small' thinking).

Consider networking events or indeed 'ordinary' meetings with someone you've never met before. Someone might ask "Do you have a card?" and we simply pass over the card in the full knowledge that there's a HUGE chance it will end up in a bin somewhere.

But what if you thought of that moment differently? What if you thought of it as an opportunity to engage more, to connect more?

James McGregor did that. Take a look (and notice the bottom right-hand corner of the card):



Figure 12 – 'Turn me over' message on the front of a business card

Now notice what happens when the recipient of the card turns it over (and they do that 100% of the time by the way):

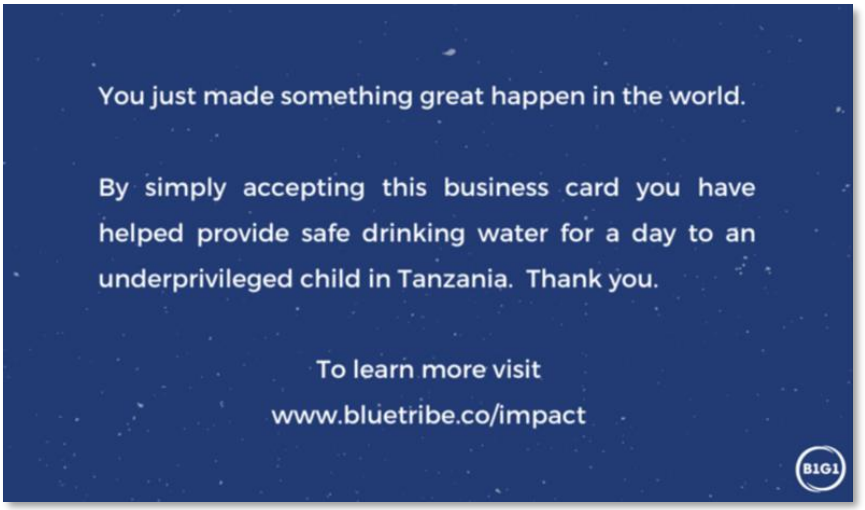


Figure 13 – Message on the back of the Figure 12 business card

And you can just imagine the difference in engagement and connection that makes. James says that the overwhelming reaction is, “Oh, that’s amazing, can you tell me more?”

Advanced Question 5 - How can you best adapt these ideas for your business?

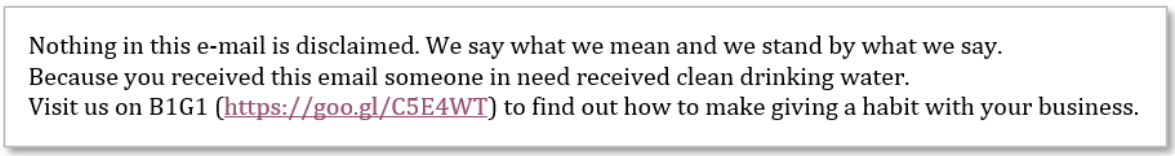
Use automated email signatures

Email tools such as Outlook allow you to set up email signatures that automatically get added to the bottom of every email you send. And many Businesses for Good are using this functionality to spread the word.

For example, the link in this curiosity-piquing automated email signature takes you to the B1G1 website - but it could just as easily be to the sender’s Impact Scorecard or to a blog explaining what they are doing.



While this email signature is slightly less cryptic:



Advanced Question 6 - How can you best adapt these ideas for your business?

Ensure your other written sales and marketing material is impactful

Some of the world's biggest businesses are starting to build the When Good, Then Good process into their advertising campaigns, including these two brewing giants:



Figure 14 - Stella Artois get it

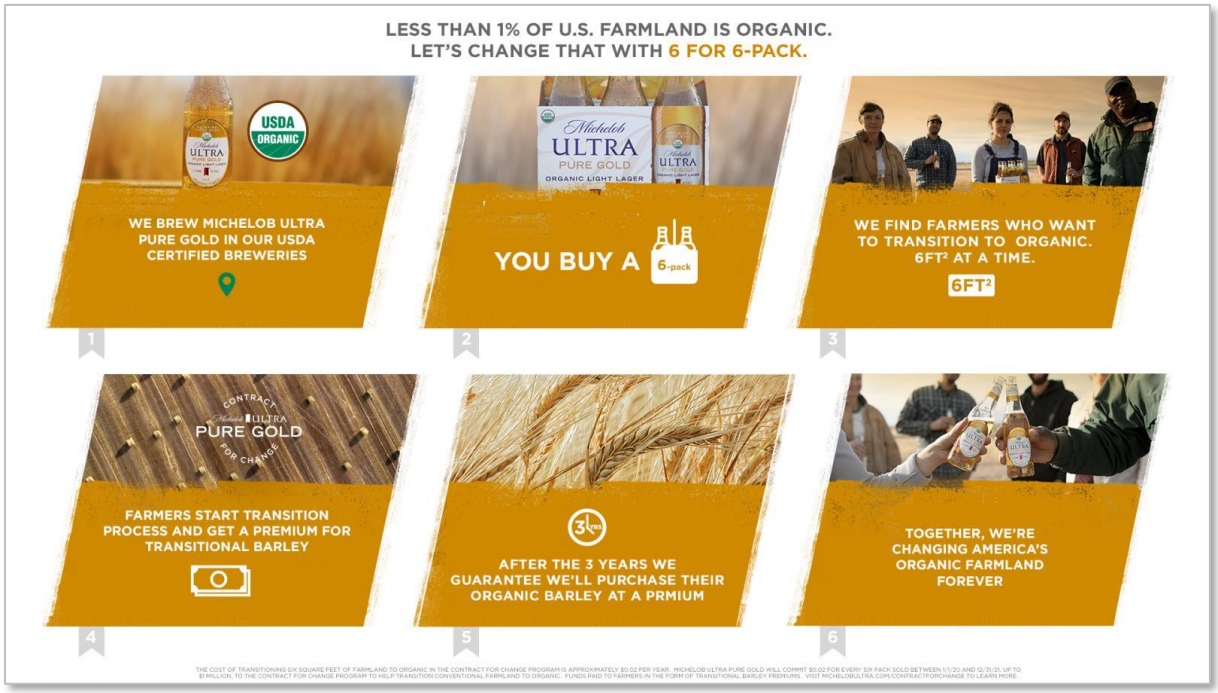


Figure 15 - Michelob get it too

Other large organisations are making it central to their entire business model as well as their advertising. For example, here's how shoe retailer TOMS has given away 95 million pairs of shoes to people in need since 2006:



Figure 16 - TOMS tell a brilliant story, brilliantly

And here's how betterworldbooks.com has given away over 26 million books to people in need since 2003:



Figure 17 - A Book for Book campaign

Excitingly, since B1G1 was launched in 2007 thousands of smaller businesses have also been able to put it at the heart of their businesses and messaging too.

You can see many examples across these pages.

But here are a few more, starting with an online training academy where the powerful 'what if' messaging encourages people to use more of their training services. And it's an approach that clearly works, because at the time of writing they had given over 1.7 million days of help to people in need – which must equate to a lot of learning.

You Learn, We Give

What if every time you sat down to learn, you made a global impact?

What if – just by learning – you made a real, measurable contribution to some of the world's poorest communities?

Our global social impact initiative – a partnership with B1G1 – does just that. Through our "You Learn, We Give" program, each time a member joins MHA, completes an MHA course, registers for an MHA event, or renews their membership, we celebrate by giving back to those most in need

The more you learn, the more we give.

Figure 18 – An example using 'what if' messaging

Here's an example from an Australian café that makes a crystal clear connection between the food and drink their customers buy from them and the food and drink they are simultaneously giving to those in need. At the time of writing they had given just over 1.1 million days of help to those in need – which must have been triggered by a lot of sales!



Figure 19 – An example of linking the nature of your giving to the nature of what you sell

And here's how a marketing business creates more connection and rapport with its customers and other contacts by involving them in the choice of the worthy causes it supports:

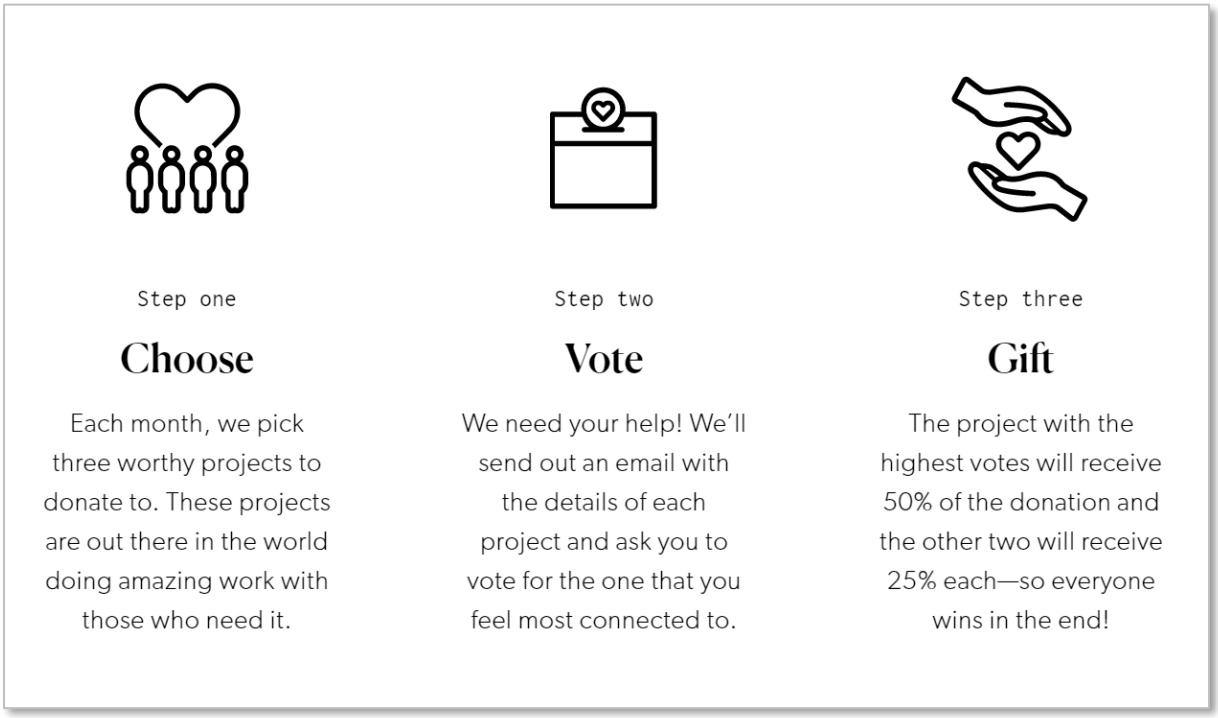


Figure 20 – An example of how to get customers, prospects and others involved

The impact on your customers AND team when you do this sort of thing is stunning. For example, see how happy the team in Figure 21 look as they celebrate hitting 10 million giving impacts in their business.



Figure 21 – The pure joy of giving

Of course, this sort of photograph also tells a powerful story about the business's values, purpose and integrity - in a way that really stands out in social media and other marketing.

And to help make those stories even more powerful, we're now also seeing businesses communicating their GIVING GOALS like this:



Figure 22 – Example of how to use numbers to tell the story

Not only are the impacts in Figure 22 tracked and displayed in real-time on their website. But, at the time the above snapshot was taken, this particular business was already 27% ahead of its year-to-date impact target.

Just imagine what that means for the motivation and reputation of the business. Just imagine what it means for the lives of the people they are helping. And just imagine what would happen if you did something similar.

Advanced Question 7 - How can you best adapt these ideas for your business?

Make it real by making it visual

When you make something wonderful happen on behalf of someone else, you can help them to understand and feel good about it by making it visual.

Many Businesses for Good do this by giving or sending 'gratitude certificates' similar to the example below:



Figure 23 - An example of a gratitude certificate

And here's one from a restaurant that is really simple. It's given in a high-traffic environment (the restaurant) when someone pays their bill.

Notice how it cleverly invites them back again! (Of course, they have a similar but different card for every day of the week).

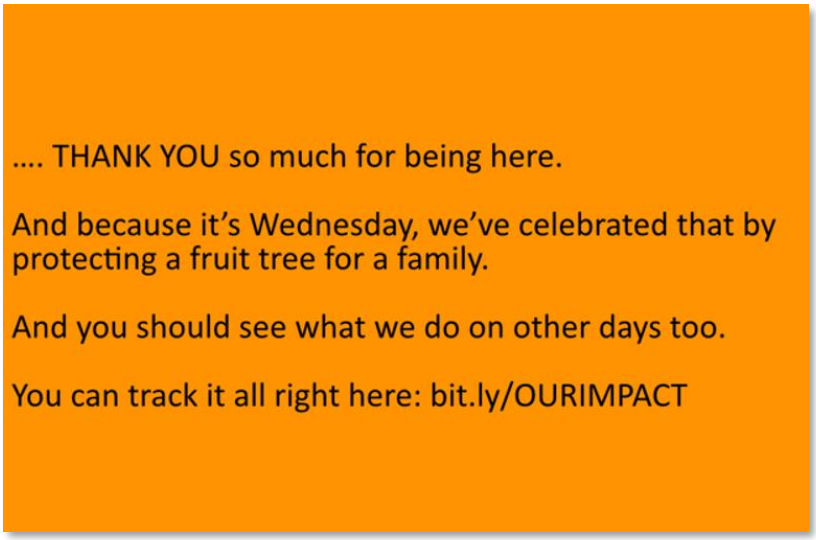


Figure 24 – An alternative gratitude certificate used by a restaurant

But when you're using B1G1.com you get an even quicker option after you've given:

1. Open up your Impact History here https://www.b1g1.com/impact-history

2. Snip an image of the giving you have just made (the standard Windows 10 'Snip and sketch' tool is perfect for this), taking care not to include the $ cost that appears on the right hand side of the screen (remember, getting the words right means always focussing on the impact, never on the cost)

3. And paste the snipped image into a quick email, as in this example…

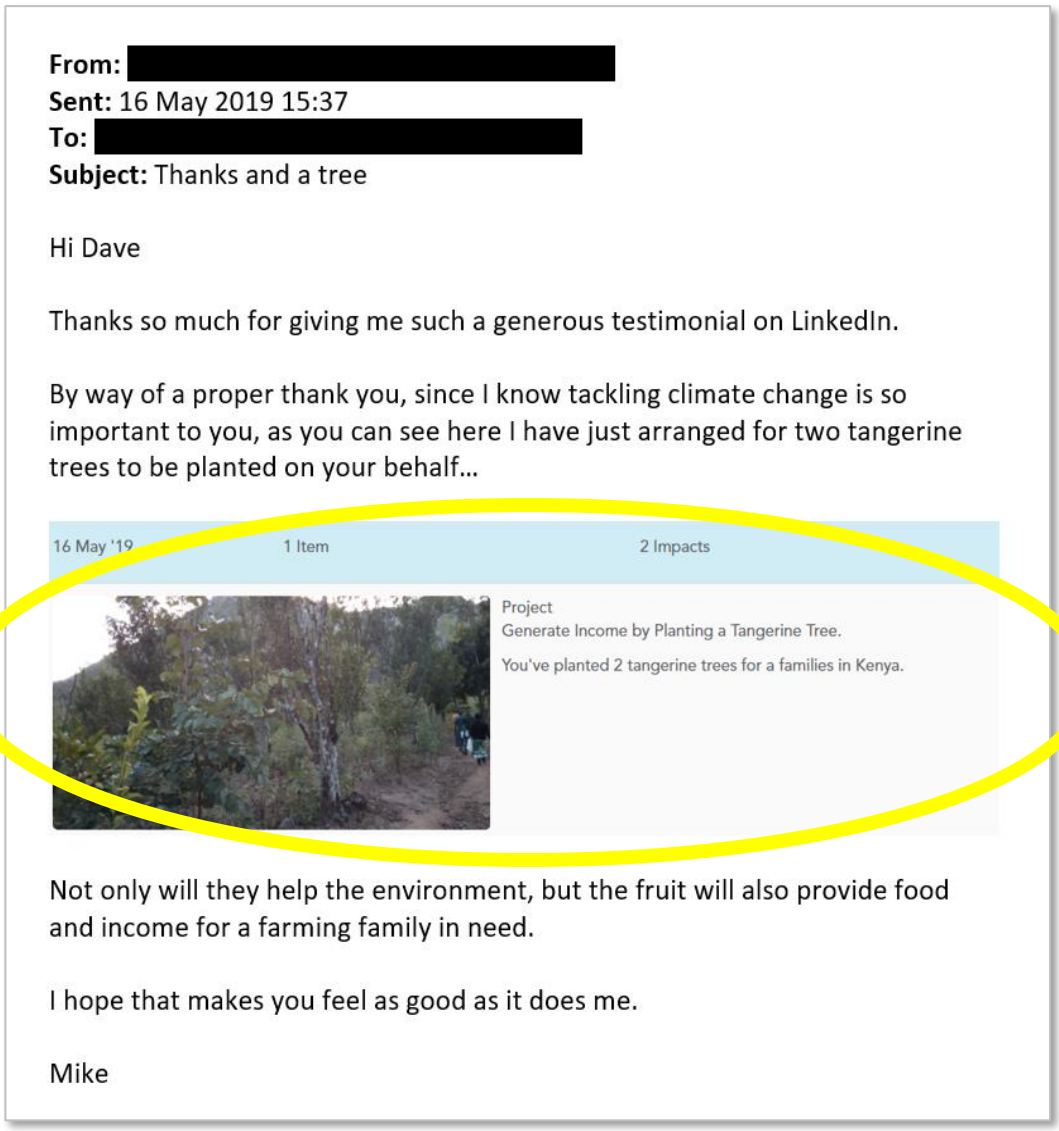


Figure 25 – Using email as a gratitude certificate alternative

Advanced Question 8 - How can you best adapt these ideas for your business?

Bundle your giving to make your impact stories even more compelling

Giving a single, standalone form of help is a wonderful thing to do. Truly wonderful. But helping holistically can often be even better.

And a really easy way to do that is to create a bundle of giving. Here's an example:

> "When you buy one of our [product name] you'll also be changing the lives of two vulnerable young girls in Cambodia.
>
> Specifically, they'll get filters to make their water safe to drink for a month. Enough seeds to grow a month's worth of vegetables. And pushbikes so they can get to school for a month, and get an education that would be impossible to access on foot.
>
> So you really will be changing their lives in the most profoundly wonderful way."

This particular bundle costs 8 US cents a day per child to fund - so is less than US$5 a month for two girls. But, of course, all sorts of other bundles are possible at higher or lower costs if you prefer.

Advanced Question 9 - How can you best adapt this idea for your business?

Get everyone involved

Here's a powerful four step approach for getting everyone involved in making the world a better place:

Step 1 The business leaders make the big picture decisions over which of the UN Global Goals are most important to them (this could be one, some or all of the 17 Global Goals). This way everything that follows fits with your business's big picture objectives.

Step 2 The team then create (A) a shortlist of the triggers they think are appropriate, and (B) a shortlist of potential projects they would like to be considered for each of the chosen global goals (this is very easy using the 'Advanced Search' facility on www.b1g1.com/view-all-project). That way the team will rightly feel a sense of ownership over what happens in the next two steps.

Step 3 The business leaders use these shortlists to help them finalise the choice of triggers and projects. And also to set the business's Impact Goal or Goals. That way they can ensure it all stays on track and within budget.

Step 4 When appropriate, customers (or other third parties such as suppliers, prospects etc.) are allowed to choose between a number of options drawn from the finalised lists of projects from Step 3.

For example: "To thank you for visiting today I'd like to make one of these three things happen on your behalf but at our expense: feed an underprivileged child for a week, help them get an education for a week, or protect them against child blindness for a week. Which of those three would you most like to make happen?"

That way they get the joy of choosing what kind of help is given, but that choice is entirely consistent with the needs and wishes of the business's leaders and team.

So everyone feels valued, involved and connected.

Advanced Question 10 - How can you best adapt these ideas for your business?

Carbon offset your team

According to many scientists, climate change is a threat to us all. And one of the best ways to tackle it is to plant trees, since they suck carbon from the air.

Estimates of carbon emissions vary, but in the UK for example, 15.5 tonnes of CO2 per person per year is the highest figure we have seen quoted (https://www.sgr.org.uk/resources/how-big-average-briton-s-carbon-footprint-really).

The estimates also vary for how many trees it takes to absorb 1 tonne of CO2. But we have seen figures of 4-18 trees quoted. So let's use the highest figure of 18 trees as our starting point (https://www.b1g1.com/businessforgood/offset-carbon-emissions-with-b1g1/).

Based on those two worst case numbers, the average person in the UK will need to plant about 279 trees a year to offset their carbon footprint.

Now, the cost of planting a tree depends on what type of tree you plant, and where it is planted. For example, using b1g1.com it would cost US$112 to plant 279 forest trees in Kenya, or US$189 to plant 279 tangerine trees in Malawi. So for only US$151 you could plant 140 fruit trees and 140 forest trees.



In a sense, the trees we plant are the premiums we pay on a kind of 'climate change insurance policy'.

If the scientists are right, you will have done your bit to combat a looming climate change disaster, and the insurance policy will have provided profoundly important life-saving benefits.

And if the scientists are wrong, and there is no looming climate disaster, the insurance policy also pays out, because the trees you plant will still:

- Provide employment for the workers planting them.
- Grow fruit that poor farming families can eat, and sell surplus crops to earn money to lift themselves up, and
- Create a better habitat for wildlife.

So, even if these are the only benefits, your trees will still have a wonderfully positive impact on the lives of animals and people in need.

The easiest thing you can do, therefore, is to work out how many trees need to be planted to offset the average carbon footprint per person where you are. (A simple Google search will take you to suitable carbon calculators in a nano-second.)

And when you plant that many trees on behalf of each person in your team, you will give them the satisfaction of knowing that they are carbon neutral, and you will inspire and impress everyone outside your business too.

An even more comprehensive approach is to plant enough trees to offset the carbon footprint of the entire business itself, not just the footprints of the people working in it. But the calculations for that are, of course, much more complicated.

Advanced Question 11 - How can you best adapt this idea for your business?

Build more giving into your personal life

Helping to make the world a better place for us all is clearly the right thing to do.

So why limit it to our business lives? Why not also extend it into our personal lives?

You could start by getting your family involved. For example, every night the owner of one small retailer in Australia sits down with her 10 year old son, and together they work out what projects they are going to support based on that day's sales. The child then uses b1g1.com to give to those projects. Imagine how being kind in that way every single day shapes that child's character, values and worldview. And imagine how much better things would be if everyone were brought up that way.

But you can go so much further.

In fact, you can use the 'When Good, Then Good' process in almost every corner of your life.

For example, here are some of the ways we have seen it used:

When	Then
When someone had a baby	Inside the new baby card it said "To celebrate the occasion we wanted to give you a gift in little Ellie's honour. So we have used www.b1g1.com to make it possible for an expectant Mum in Kenya to go into hospital to have her baby, rather than at home in a mud hut. Like Ellie, that little baby will now also get the best possible start in life – a thought that we hope brings you as much joy as it will to them, and does to us." See Figure 26 below for exactly how this was done
When someone got married	The 100 guests sitting down to the wedding breakfast were told that 100 children in India had been given a healthy meal on their behalf. See Figure 27 below for exactly how this was done.
When a couple celebrated their 10th anniversary of being together	The message inside their anniversary card read: "We know you only wanted our presence, and not our presents. So we have decided to spread the love by giving 10 families in Cambodia access to medical treatment - one for each of the 10 happy years you have been a family". (Medical treatment was appropriate in this case because the couple were doctors.)
When a friend started a new job/business	The good luck message read: "To properly celebrate this new chapter of life for you and your lovely family, we have just used B1G1 to also bring a little happiness

	into the lives of families who aren't as fortunate as ours are. Specifically, as you can see below, in honour of your step up we have given 10 families in Zambia (i.e. one for every year we have known you) a day of business skills and business plan training, so they too can start small businesses and make life better for themselves. So your already incredible impact on the lives of people has just got even bigger. We hope the thought of this gives you as much joy as it does to us." And you can see the extraordinary reply that came back in response to this message in Figure 28 below.
When a friend retired	Instead of containing a conventional retirement present, the happy retirement message said: "As you and your family start the next wonderful chapter in your lives, we have just used B1G1 to also bring a little happiness into the lives of families who aren't as fortunate as our families are. Specifically, as you can see below, in honour of your retirement we have given 36 families in Zambia (i.e. one for every year you have worked tirelessly for your customers) a day of business skills and business plan training, so they can start businesses and make life better for themselves. So even after you retire, your incredible impact on the lives of people running businesses goes on."
When someone moved into the house next door	The message inside their new home card read "To celebrate you moving into your wonderful new home, we have used b1g1.com on behalf of our two families to give two other underprivileged families of five food and shelter for the night – so they too can enjoy the safety, warmth and joy of a good home and a better life."
When someone takes a flight on a plane	They 'triple offset' the CO2 emissions by planting three trees for every hour they are in the air. You can read more about this here https://www.b1g1.com/businessforgood/offset-carbon-emissions-with-b1g1/.
When someone needed to apologise (in this case for keeping people awake by snoring loudly – but the same	They apologised by using B1G1 to give a homeless person shelter for a night, saying "That way at least someone gets a good night's sleep because of my snoring!"

approach could be used for any other type of apology)	
When someone sees a homeless person on the street – but it isn't possible (or advisable) to help them directly	They use B1G1 the same day to provide a homeless person with a nutritious meal and a roof over their head.
When someone was asked what they wanted for Christmas	They replied "If you want to give me a present this year, can it please be a B1G1 giving?"
When it was time to give Christmas presents	Instead of conventional gifts, they gave 12 different gifts to people in need, and explained it all by emailing this link to their family and friends https://stevepipe.kartra.com/page/yourpresentfromthepipes.
When someone old died	Instead of giving flowers, inside the sympathy card it said "To celebrate Liz's 80 years on the planet, we have planted 80 trees in her name. Like her, they will create a lasting legacy that will make the world a better place for many years to come."
When someone young died	The sympathy message read: "As my small tribute to Joel, and given his love of technology and training, I have used B1G1 to fund an e-learning facility for children in rural India in his honour. Specifically, given that Joel was only 38 years and 3 months when he was taken, I have funded 38 children to receive 3 months of e-learning each i.e. 3,420 days of access. I hope it is a fitting tribute. And yet another part of his legacy that you can be proud of."

Remember, as you saw in Step 2 above, the cost of doing all of these things is much smaller than you would imagine.

Much smaller.

So they are all very doable. Very affordable. Very impactful.

Congratulations

To celebrate the occasion we wanted to give you a gift in her honour.

So we have used www.b1g1.com to make it possible for an expectant Mum in Kenya to go into hospital to have her baby, rather than at home in a mud hut.

Date	Items	Impact Created
10 Oct '19	1 Item	1 Impact



Project
Admit a Woman into Hospital for Safe Childbirth.

You've given 1 woman in Kenya childbirth assistance.

In fact, it is a hospital that we visited just two weeks ago. So we know that, like Ellie, that little baby will also get the best possible start in life.

We hope this brings you as much joy as it will to them, and does to us.

Figure 26 – Example of what you could do when a child a born

To thank you for your love and kindness...

We have used www.b1g1.com so that:

THE 100 GUESTS HERE TODAY have given 100 children in India a healthy school meal, so they can make the most of their education.

THE 11 TABLES HERE TODAY have made life better for 11 families in Cambodia by giving them clean water for a year, and protected the planet by planting 11 trees in Borneo, 11 trees in Kenya and training 11 Indonesian farmers in sustainable farming techniques.

AND AS ONE BIG FAMILY TODAY we have given a year of support to help a poor family in Cambodia stay together.

We hope this makes you feel as joyful as it does us.

Love Laura and Sam xx

Figure 27 – Example of what you could do at a wedding

From: Alexia Harrison [redacted]
Sent: 30 January 2020 11:02
To: steve@stevepipe.com
Subject: Re: Good luck in your new venture Lexi

Hi Guys,

Oh crikey, I've a bit of a lump in my throat and I must have rain on my face (although I'm indoors)! 😉

Thank you so much, what a wonderful feeling!

Lots of love to you both and thank you for all your support!

Xx

Figure 28 – Example of the sort of replies you will get

And here's one more example that shows the wonderful impact it can have on your family too.

Within hours of Lisa Donohue Rigoni first hearing Paul talk about the ideas in this book, her nine year old son had already worked out how best to incorporate them into his life.



Figure 29 – Children love getting involved

As Lisa's Facebook post in Figure 29 above shows, her nine year old is now really keen to wash the dishes, do his homework and get ready for school… because when he does those good things it acts as a family 'then good' trigger that unlocks a day of help for a child in need somewhere else in the world. And he gets to choose what type of help is provided.

These are just a few of the examples we have seen. The possibilities really are endless.

So what are you waiting for?

Advanced Question 12 - How can you best adapt these ideas in your life?

Invite your team to build more giving into their personal lives too

Show your team the previous section on how we can all build more giving into our personal lives. And invite them to do the same in their personal lives.

To help them make a start, set them up with their own personal B1G1 giving account (you can do this easily and for free using the 'Invite' tab on www.b1g1.com).

Then give them each a small amount of money, perhaps US$10, which they must give away through their new personal B1G1 account.

And ask them to explain to the rest of the team what projects they chose to support and why, what impacts they created, and how it all made them feel.

By the end of this process they will really understand how much of a difference they can make, even with very small amounts of money.

And they will probably be inspired to keep making a difference.

Advanced Question 13 - How can you best adapt this idea for your business?

Use one-off triggers too

The RISE methodology essentially involves creating systems that allow you to promise that every time your chosen trigger happens, you automatically make the world a better place through your chosen impact e.g. "every time we sell a widget, a child is fed for a day".

And that works brilliantly for triggers that happen time and time again, such as sales leads, sales, referrals, testimonials, on time payments etc.

But you can also use one-off or ad-hoc triggers to create one-off impacts too.

For example you could congratulate your best customer for reaching a milestone with: "To celebrate your 10th successful year in business we have given 10 underprivileged women business start-up training so they too make a difference to the economy where they live".

So whenever anything notable happens in your business (or your life), simply ask yourself the question "How can we best mark the occasion by using the RISE approach to create a one-off impact?".

All it takes is a little imagination.

Advanced Question 14 - How can you best adapt this idea for your business?

Get inspiration from the web

There are several resources online that provide an invaluable source of ideas, guidance, example and inspiration.

You can dip into the blog here for up to the minute stories, examples and insights https://www.b1g1.com/businessforgood/blog/.

You can use the search engine here to see what other businesses in your industry, sector or country are doing https://www.b1g1.com/business-members.

You can use the search engine here https://www.b1g1.com/view-all-project to find projects according to:

- Where they are based
- How much it costs to help through them
- Whether your giving is tax deductible
- Who they benefit e.g. animals, children, the elderly etc.
- Which UN Global Goals they support
- Or by any keyword you want.

You can join the Facebook group here to pick the brains of other Businesses for Good https://www.facebook.com/groups/businessforgood/

And you can get step-by-step video training in how to implement the ideas in this book here www.ourtimetorise.global

Advanced Question 15 - How can you best adapt these ideas for your business?

Appendix 2 – Why B1G1, and other frequently asked questions

PLEASE NOTE: To ensure objectivity, this chapter was written by Steve Pipe alone.

Unlike Paul Dunn, Steve is not one of B1G1's founders, directors, managers, employees or team members. Instead he is an independent business owner who is always searching for the best way to do things.

And he is also a Chartered Accountant, which gives him the analytical skills to make informed and objective judgements.

Q1 – What type of businesses is the RISE methodology suitable for?

Any business, regardless of size, location, age, product or service can use the RISE methodology to become a Business for Good.

The only businesses it is not suitable for are those who do not want to help make the world a better place.

Q2 – Must we adopt the UN Global Goals to RISE?



Most businesses who have chosen to RISE find the UN Global Goals (also known as the 'SDGs' or Sustainable Development Goals) a useful framework for articulating, measuring and explaining what they are doing and why.

But the only thing that matters is making the world a better place. So if you don't find the UN Global Goals useful for that, don't use them.

Most businesses do find them useful, however, because they summarise the challenges facing mankind into 17 key areas:

GOAL 1: No Poverty – Because more than 700 million people, or 10% of the world population, still live in extreme poverty.

GOAL 2: Zero Hunger – Because it is time to rethink how we grow, share and consume our food.

GOAL 3: Good Health and Well-being – Because ensuring healthy lives and promoting the well-being of all ages is essential to sustainable development.

GOAL 4: Quality Education – Because education is the foundation to creating sustainable development, improving the quality of life and developing innovative solutions to the world's greatest problems.

GOAL 5: Gender Equality – Because women and girls continue to suffer discrimination and violence in every part of the world.

GOAL 6: Clean Water and Sanitation – Because millions of people (including children) die every year from diseases associated with inadequate water supply, sanitation and hygiene.

GOAL 7: Affordable and Clean Energy – Because energy is central to nearly every major challenge and opportunity the world faces today.

GOAL 8: Decent Work and Economic Growth – Because roughly half the world's population still lives on the equivalent of about US$2 a day. And, in many places, having a job doesn't guarantee the ability to escape from poverty.

GOAL 9: Industry, Innovation and Infrastructure – Because sustainable growth in productivity and income requires investment and innovation.

GOAL 10: Reduced Inequality – Because inequality and large disparities remain across many areas – including income and access to health and education.

GOAL 11: Sustainable Cities and Communities – Because we need to run our cities and communities in ways that create prosperity without straining land and resources.

GOAL 12: Responsible Consumption and Production – Because we need to 'do more and better with less'.

GOAL 13: Climate Action – Because climate change is already affecting every country on every continent. And in the future it could be catastrophic.

GOAL 14: Life Below Water – Because the world's oceans, their temperature, chemistry, currents and life, drive global systems that make the Earth habitable for mankind.

GOAL 15: Life on Land – Because deforestation threatens the air we breathe, the water we drink, the food we eat and the wildlife we love.

GOAL 16: Peace and Justice – Because millions of people are still being hurt by war, crime, injustice and the lack of human rights.

GOAL 17: Partnerships to achieve the Goals – Because we need inclusive partnerships between governments, private sector and civil society, built upon a shared vision that puts people and the planet at the centre.

Sometimes, people tell us that the 1-17 grouping of the Sustainable Development Goals makes it a little challenging to really 'connect' with them.



Figure 30 – How the SDGs are usually displayed

Well, to help with that, some very talented people at Temasek (that's the Singapore Sovereign Fund by the way) gave us a very smart way of rearranging the goals.

First, they looked at making it as simple as 'ABC' like this:



Figure 31 – Re grouping the SDGs – Part 1

And then for each of the new groupings, they gave us three phrases to really connect with the impact and focus of the goals like this:



Figure 32 – Re-grouping the SDGs – Part 2

We like it a lot. And we hope you do too. (Let us know!)

Q3 – Do we have to use B1G1 to RISE?

This book is not about B1G1.

It is about how any business can make the world a better place by becoming a Business for Good. That is what I really care about. And I'm sure it is the same for you.

But after being on the journey since 2008, I have concluded that B1G1 provides by far the best, easiest and most comprehensive set of tools to help my business – and, indeed, any business - become a Business for Good by implementing the RISE methodology.

Of course, if you find any better tools, feel free to use those instead. And please also tell me about them by emailing me at steve@stevepipe.com.

Q4 – What makes B1G1 so useful for businesses that want to RISE?

B1G1 is the best way I have found to:

- Identify and give to fully vetted worthy causes delivering sustainable (and not sticking-plaster) solutions around the world.
- Focus on the impact that is created, rather than the cost of creating it.
- Make a genuine difference to someone's life from as little as 1 US cent.
- Instantly see exactly where the money is going.

- Get the branding, visual, written and technological resources to be able tell your story as a Business for Good – including the 'Business for Good Certified Giver' accreditation logo you can see here.

And it is also the only way I have found to:

- Automate giving stories so that when one of my chosen triggers happens, my chosen giving is automatically put in my giving basket ready for me to approve.

- Create Impact Scorecards without any web design skills, simply by cutting and pasting a few pieces of automatically generated code.

- Populate Impact Scorecards with real time data.

- Be part of a supportive community of other Businesses for Good who are always willing to share their ideas, insights and experiences to help make it all even easier.

In fact, it is the only way I have found to get all the tools, software and support I need to achieve my goal of providing 100 million days of help to those in need around the world… at any price... let alone for the tiny US$1 a day it actually costs me.

Q5 – How is the RISE approach different from traditional giving?

Traditional giving has often involved one-off initiatives, such as charity fundraising dinners and sponsored walks, or giving a percentage of sales/profits to charity. And, in both cases, it has often been turned into a PR opportunity by dressing up in fancy dress or being photographed holding an over-sized cheque proudly displaying the amount of money being donated.

And that is all great.

But the RISE approach is very different and, in my opinion, much better:

- Instead of being tactical, it is strategic and aligned to the widely accepted Global Goals.

- Instead of being one-off, it is baked into the systems, processes, habits and culture of the business, so that it happens continually and automatically with every trigger event.

- Instead of focusing on the percentages or $ amounts given, it focusses on the impacts created.

Q6 – How does it cost so little to make an impact?

One of the things that makes B1G1 the best set of tools I have found for implementing the RISE methodology is the way it allows businesses to fund specific projects from as little as 1 cent, and to know exactly what impact that funding will have.

With the traditional approach, when I give a dollar to a charity I don't really know what my money will be spent on i.e. it's not easy to see how much of it will be spent on

administration or marketing, how much will flow through to projects that make things better, or exactly what those projects are.

But with B1G1 there is complete transparency over all of that. And here's how:

- Firstly, they take the total cost of a project, and break it down into the smallest possible unit. For example, if putting a well in an African village costs US$1,000, and if that well will deliver water for 1,000 villagers for 100 days, they work out that the cost of providing one person with one day of water is 1 cent (i.e. US$1,000 divided by 1,000 people divided by 100 days).

- Secondly, they let me buy/give/fund/pay for as many days of water as I want, at 1 cent a day. So I know exactly what impact my money is creating (e.g. if I give 30 cents it will be providing 30 days of water).

- And thirdly, B1G1 never deducts a single cent from the money I give through them in this way. Not a single cent is deducted by them for the costs they incur for administration, marketing, bank charges, developing the software tools, vetting the projects or anything else.

- Instead, fully 100% of what I give is passed to the worthy cause I have chosen for their outstanding work on the ground. I can see exactly who they are. And I know that the money I have given is ring-fenced so they can only use it for the projects I have chosen (i.e. providing 30 days of water to African villages, in my example).

I have never seen anything so transparent anywhere else. And as an Accountant, I love it.

Q7 – How is B1G1 funded and structured?

As we saw in Q6 above, B1G1 never deducts a single cent from any giving you or I make through them. 100% is passed over by them to fund the projects we have chosen to support.

Let me explain how that is possible.

Essentially there are two B1G1 legal entities: a charity and a social enterprise.

B1G1 Giving is a US registered charity, with all the safeguards that provides. When we choose to support a project, we make our giving through this registered charity. And 100% of that money is passed on by B1G1 to the people running our chosen project. B1G1 doesn't even deduct anything for the bank charges they inevitably incur, let alone for all their other costs.

And that's where B1G1's social enterprise arm comes in.

BUY1GIVE1 PTE Ltd is a social enterprise founded in 2007, based in Singapore and run on a not-for-profit basis. And it picks up <u>all</u> the costs that both of the two B1G1 entities incur. All the costs of administration and marketing, bank charges, developing the software tools, vetting the projects and everything else.

The next section explains how the social enterprise arm gets the money to pay for all these costs…

Q8 – Why do B1G1 members pay US$1 a day to be part of the global giving movement?

As you saw in the previous section, 100% of the giving you and I make is passed through by the B1G1 charity arm to the people running our chosen projects. And 100% of all the costs B1G1 incurs are paid for by its social enterprise arm.

So where does the social enterprise arm get the money from to pay for all these costs?

The answer is membership fees.

Businesses who want to help B1G1 continue its great work in facilitating a global giving movement, do so by becoming 'Members'. As Members they pay a membership fee – which for over 90% of businesses, including mine, is only US$1 a day (it rises - no pun intended - to a still tiny US$8/day for businesses with revenue up to US$15 million). And there's even a money back guarantee. So there's absolutely no downside or risk to joining.

Not only do those membership fees fund all the costs B1G1 incurs, but B1G1 also gives Members all of the following at no charge:

- Access to the full suite of B1G1 tools that make the RISE methodology really easy and quick to implement.

- One-to-one support from the B1G1 team on any aspect of becoming a Business for Good.

- A supportive community of fellow Members who share their insights and experiences to help make your business even more successful and impactful.

- The joy of knowing that we are playing our part in creating a movement that is changing the world – and are helping to make that movement truly sustainable, so it can keep getting stronger and more impactful by the day.

As an Accountant, I love the transparency and efficiency of this approach.

I love the fact that 100% of my giving goes to where I want it to go.

And I love the fact that I pay a very tiny fixed amount to cover all the other costs (rather than having those costs tucked away in some impenetrable small print).

To my mind this is much fairer and clearer than the traditional charity model. And it is also extraordinary value for money.

Q9 – How does B1G1 run so many projects around the world, and how do I know they are legitimate?

B1G1 does not actually deliver any projects itself. So it doesn't run schools, plant trees, feed the homeless or directly deliver any of the other wonderful high-impact projects you can see on www.b1g1.com.

Instead B1G1 identifies outstanding worthy causes that are already running those kinds of projects, and they hand over 100% of the money you and I give through B1G1 to those worthy causes so they can deliver our chosen projects.

So B1G1 are not building a mega-charity with millions in overheads, hundreds of offices, thousands of employees, and all the problems those things can entail.

Instead they are spearheading an entire global giving movement with a small team in one tiny office, thousands of Members who want to use their businesses as a force for good, and a community of worthy causes using local knowledge and local people to do amazing work on the ground.

Another thing I find reassuring is the fact that typically 80% of the worthy causes (i.e. charities) that apply to partner with B1G1 are rejected. Not because they aren't good. But because they don't yet meet the very strict selection criteria.

The key elements of those selection criteria include:

- The organisation must have at least a 3-year track record, and clear audited financials.
- They must be able to break down their projects into specific impact units (such as a day of education, food or water), and identify the total cost of delivering each of those impact units.
- And they must be run in a transparent and extremely cost-effective way.

Through my work as a volunteer at a B1G1 worthy cause in Cambodia, I have seen at first hand the money flow from B1G1 and be put to tremendous use in exactly the way promised.

And having recently visited three other B1G1 worthy causes in Kenya, I have been humbled and inspired by the amazing work they are all doing.

As a result, I have seen it with my own eyes that the B1G1 approach really works. I have seen with my own eyes that these are sustainable high impact solutions. And I have seen with my own eyes that B1G1 really delivers what it promises.

Q10 – Can we use B1G1 to support projects local to us?

There are three parts to the answer to this question.

Firstly, the number of projects in each country is growing all the time. So start by using the project search engine - www.b1g1.com/view-all-project - to see what is already possible near you.

Secondly, you can always suggest to your favourite local worthy cause that they apply to become B1G1 approved. Doing so will never cost them a single penny. And if they are successful (A) you will be able to use B1G1 to give to them, and (B) they will also receive a new source of funding from the thousands of other B1G1 members.

Simply point them here for full details of the application process https://www.b1g1.com/businessforgood/worthy-cause-program/.

And thirdly, you can (and should) continue to support them outside of B1G1. Keep helping local projects the way you always have. But instead of stopping there, also use B1G1 to play an even bigger game by having an impact at a global level too.

Here's how one business in a small 26,000 person town in Australia does exactly that:

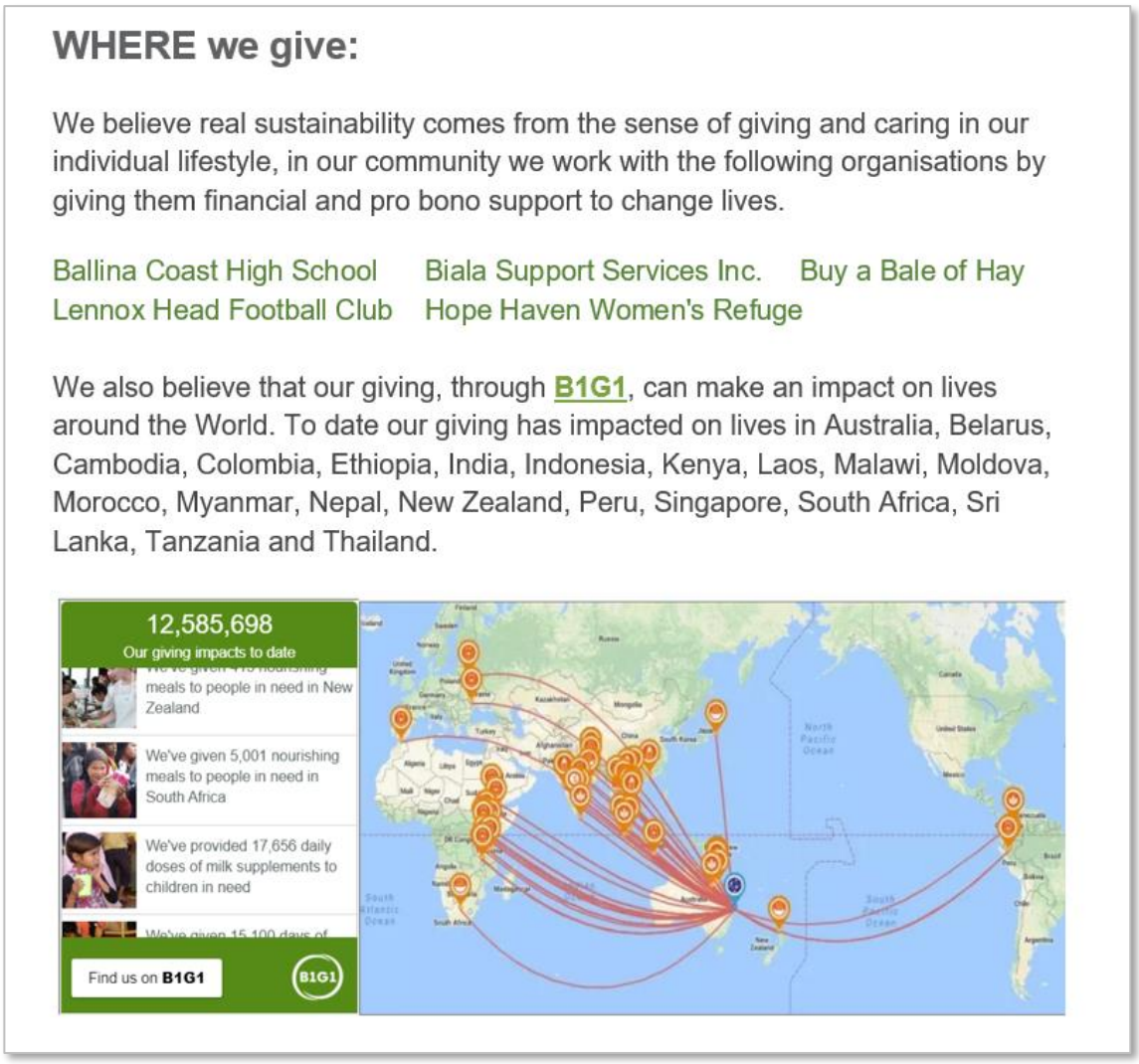


Figure 33 – Giving locally and globally

Taking it even further, imagine the reputational and motivational benefits from being able to say your equivalent of:

> "As well as helping children in Leeds to fight cancer, cope with bereavement, overcome disabilities and recover from bullying, we are also helping children across the world get access to the basic human rights of healthy food, clean drinking water, hygienic toilet facilities, a safe place to sleep and education to help them to create a brighter future for themselves.
>
> So far we have provided 34,916 days of that kind of help.
>
> But our target is 1 million days.

> And the great news is that every time you do business with us you are also helping to nudge the dial closer to that target of 1 million days of support for children who really need a helping hand."

Extraordinary, isn't it?

Q11 – How do I become a B1G1 member?

Really easily. Simply fill in the online form here https://b1g1.com/connect/RISE

(And mention 'Our time to RISE' to get a little bonus).

It will take you less than 90 seconds.

So if you really do want to be a Business for Good, there has never been a better time to get on board this wonderful movement that is creating a world full of kindness and giving.

And there has never been a better time to make things better for you, your family, your business, your team, the planet and our world.

So, once again, what are you waiting for?

It really is our time to RISE.

Go for it.

Appendix 3 – About Steve and Paul

Steve Pipe

Academically Steve is a prize-winning economist, with degrees from two leading schools. Professionally he is a UK based Chartered Accountant. And commercially he founded a 40-person consultancy and was once chosen by a leading business magazine as their UK Entrepreneur of the Year.

His other books include 'Stress proof your business and your life', '101 ways to make more profits', 'How to build a better business and make more money', 'The World's Most Inspiring Accountants' and the 'Better Business, Better Life, Better World' trilogy.

He has now taken 'early-retirement' from his previous business activities in order to devote his life to giving away his time and intellectual property for free in order to help make the world a better place.

Outside of work Steve has been married for almost 40 years, has three adult children and lives in Yorkshire. His hobbies include playing tennis badly, and playing blues guitar terribly.

Paul Dunn

Paul is a 4-time TEDx speaker and a Senior Fellow in one of the World's Leading Think Tanks. He consults to and mentors leading-edge businesses around the world.

He was honoured as a Social Innovation Fellow in his new home of Singapore - something he shares with film-star and philanthropist Jet Li and Walmart Chairman, Rob Walton.

One of the first 10 people in Hewlett Packard in Australia, he then created one of Australia's first computer companies and The Results Corporation, where he helped develop and grow 23,000 small and medium scale business enterprises.

An estimated 226,000 companies around the world have used his training programmes. And because he continues to push the boundaries, he was featured in Forbes Magazine alongside Sir Richard Branson in a global piece on 'disrupters' in business.

He is Chairman of the B1G1: Business for Good, the Global Business Giving Movement that has already enabled businesses to create over 200 million giving impacts across the world.

Contacting Steve and Paul

You are very welcome to contact Steve and Paul about any of the ideas in this book via:

steve@stevepipe.com - www.stevepipe.com

paul@pauldunn.global - www.pauldunn.global

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Every single B1G1 member – for leading by example in everything you do.

To our families, who inspire us every day.

To the Ascough, Bonser, Harrison, Hogg, Milburn, Miller, Oliver, Rigoni and Wade families – for inspiring some of the personal giving stories on these pages.

And to everyone else who has ever been kind.

You all know who you are. And you all need to know that truly wonderful things are happening across the world because of you.

our time to RISE

A practical and interactive step-by-step workbook containing everything you need to make your business more rewarding for everyone it touches.

More rewarding for you and your family.

More rewarding for your team, their families, your customers, your prospective customers and your community.

And more rewarding for our world as a whole.

That's because it gives you everything you need to become a Business for Good.

Everything you need to have a more profoundly positive effect on the world than you ever dared to imagine.

Everything you need to RISE.

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