



How To 10x Your Social & Environmental Impact in 6 Weeks or Less.

Social Impact Blueprint is the **most comprehensive step-by-step course** to create a thriving social impact organization in the for-profit or not-for-profit sectors. Create your Impact Blueprint and Impact Communique to share and magnetize key stakeholders (investors, board members, customers or donors, employees) who excited to interact and support you. Learn to leverage social impact to position yourself as a leader and 10 X your impact. Lastly, network and collaborate with other future oriented social impact leaders.

- ✓ *Are you a forward-thinking leader who wants to create social or environmental change AND grow a thriving, innovative organization?*
- ✓ *Do you want to attract more loyal customers, donors or investors who connect with your purpose?*
- ✓ *Is your goal to intentionally scale your business or non-profit for long-term growth and live in alignment and on purpose?*
- ✓ *Do you want to connect with other purpose-driven leaders who share your values and are future-thinkers?*

OUTCOMES

1. Craft your IMPACT plan to be a leader in your niche.
2. Create 5 impact strategies and implement them into your core operations in a scalable and sustainable way.
3. Identify & establish systems to measure impact.
4. Develop your annual Impact Communique to share results.
5. Build a strong network of purpose-driven business leaders.



Catherine Rocheleau
Business IMPACT Strategist
Creator: Social Impact Blueprint

With extensive experience as an entrepreneur, non-profit executive, board member, educator, food service and healthcare professional, Catherine's diverse background has been instrumental in creating positive organizational change. She has successfully led, and supported clients through change initiatives designed to boost revenues & business growth with social impact while creating stronger teams, better communication, and empowering leadership.

*Catherine created the online program **Social Impact Blueprint** to guide other purpose-driven leaders in adopting and leveraging social and environmental impact strategies to create positive change.*

Changing the World through Business by Changing How Business is Done.

This Program Is for You If:

You are a forward-thinking, purpose-driven leader -- entrepreneur, small business owner or professional or non-profit executive who recognizes that sustainability and profitability go hand in hand. You want to intentionally develop and grow your business or non-profit. All this so you become a changemaker in your community, within your organization and in the environment. You are ready to differentiate your organization from the competition and want to know more about how you can implement an IMPACT model to be the change! Also, If you are considering B-Corp certification, this program will shorten your runway.

This Program Is Not for You If:

The time isn't right. You have too much on your plate. You haven't made "doing the right thing" a priority that benefits you, your team, investors donors and clients, your community, and the environment. You are not ready to take action to implement sustainability strategies and metrics monitoring into core business operations. You are not a forward-thinking leader who is ready to attract ideal team members and clients while making a positive IMPACT on the world at the same time.

Features

This online, self-directed course includes:

- ✓ **Recorded and written training sessions designed to guide you through the** planning, creation and implementation of your impact model quickly and easily. Each module is broken into several smaller lessons, each with recommended Action Items.
- ✓ **24/7 access to the learning platform** so you can access content on your schedule and complete in any order you wish.
- ✓ **Immediate access** to all course material.
- ✓ **Step by Step lessons** to craft your Impact Blueprint, create and implement at least 5 IMPACT strategies, identify a process and metrics to measure efforts, and a establish a template to communicate results to key stakeholders... and much more!
- ✓ **Access to our ImpactBuilder** for up to 6 weeks to keep your IMPACT goals top of mind. Effective learning happens when ideas change how work is done.
- ✓ **Access to Templates, Tools and Resources** saving you time and money from the beginning.
- ✓ **Lifetime access to the Social Impact Blueprint support group** to ask questions, receive feedback and support while you advance your IMPACT business initiatives.

What People are Saying



"I highly recommend the Social Impact Blueprint course. Catherine was incredibly informative and insightful. She shares the information needed so students are successful.

If you are a small business and are thinking about becoming a certified B Corp. I cannot recommend Catherine's course enough.

CW - Vancouver BC Canada



"I am so very thankful that I signed up and didn't miss a live session of Social Impact Blueprint.

Wherever you are in your process, the information to be gleaned is invaluable. I am in the starting position but will be coming back to this thorough and comprehensive program to managing my 'triple bottom line.' Not only can we do something good for ourselves and good for our business, but effortlessly do something good for others. Great course. Great message. Great use of my time."

Melinda J. Kelly, Los Angeles, CA, USA



Our **MoreThanGreen™** program is our commitment to the triple bottom line and making the world a better place!

We donate 2% of top-line revenues to charity every year! We also volunteer regularly, mentor, donate resources and consider our impact in on the environment in every aspect of business.

I believe that small actions, multiplied by many people, can make a genuine difference in the world."

Dan Barry