IMPACT
PURPOSE DRIVEN
UNLEASH
The Power

Our Vision

Enable and inspire the globe to live a life of purpose driven impact.

Introductio
n

Our Mission

PURPOSE

Enabling the understanding of your Passion

DRIVEN

Inspire the redirection of your Skills

=

IMPACT

Identify the Need in the Market

Our Founders

Wendy Mahoney

Laura Thomas-Gilks

Section One

WHY SOCIAL COHESION?

SOCIAL COHESION is defined as the **WILLINGNESS** of members of a society to cooperate with each other in order to…….

SURVIVE AND PROSPER.

https://www.jstor.org/stable/3341872

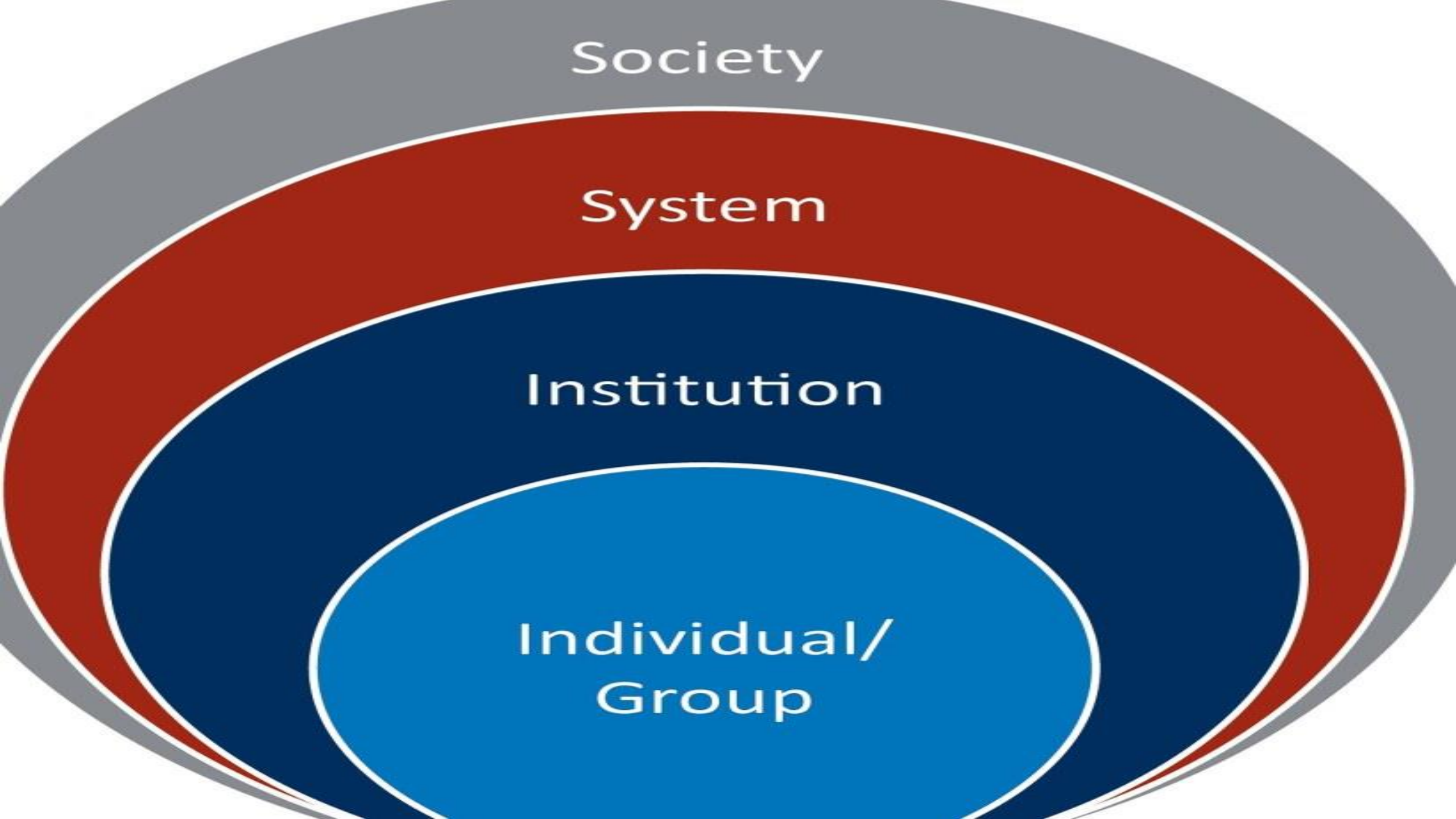
A **SOCIALLY COHESIVE SOCIETY** is one which works towards the **WELLBEING** of all its members, **FIGHTS EXCLUSION** and marginalisation, creates a sense of **BELONGING** and offers…….. ***UPWARD MOBILITY FOR ALL.***

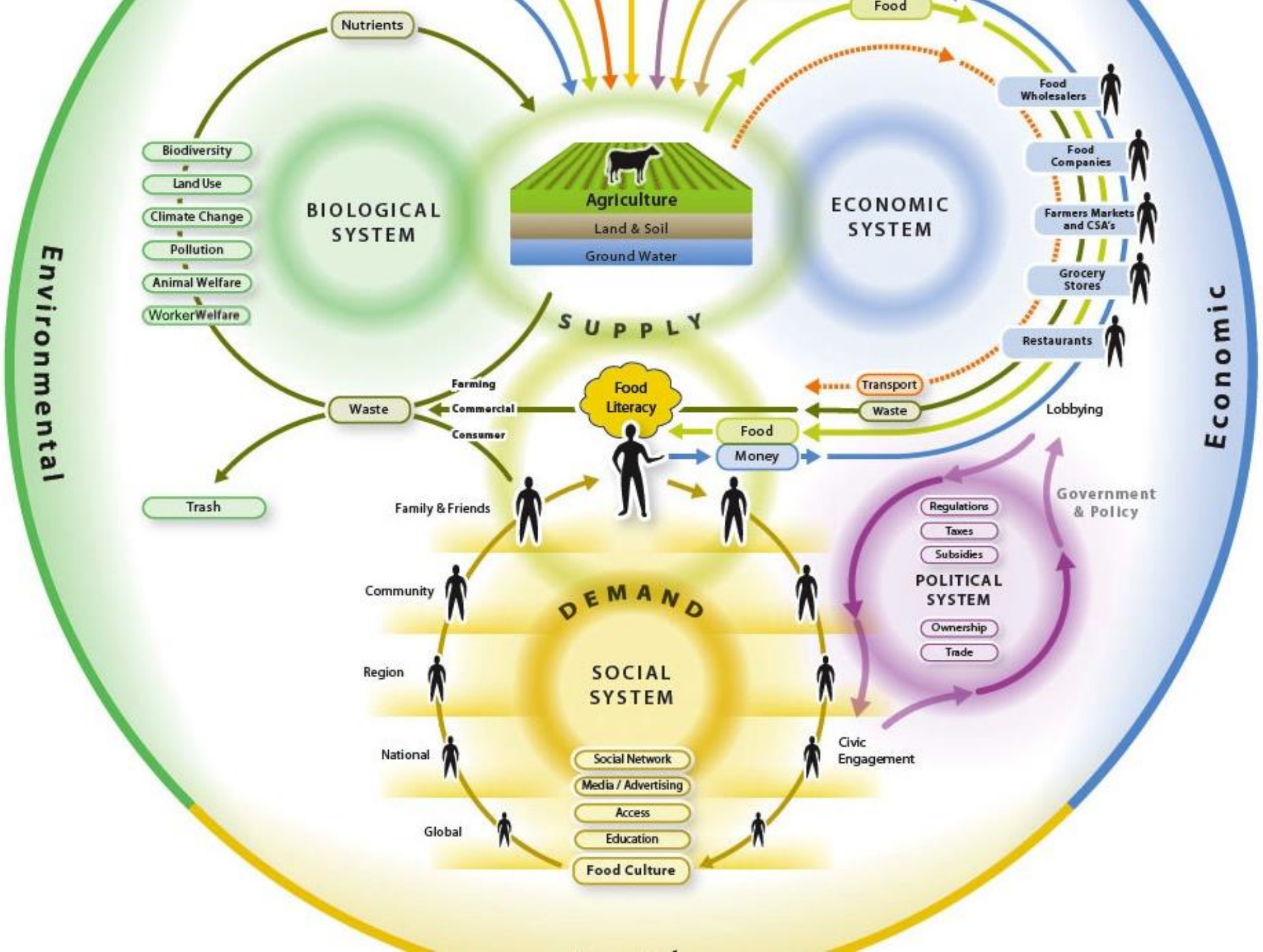
https://www.humanrights.gov.au/our-work/.../building-social-cohesion-our-communities

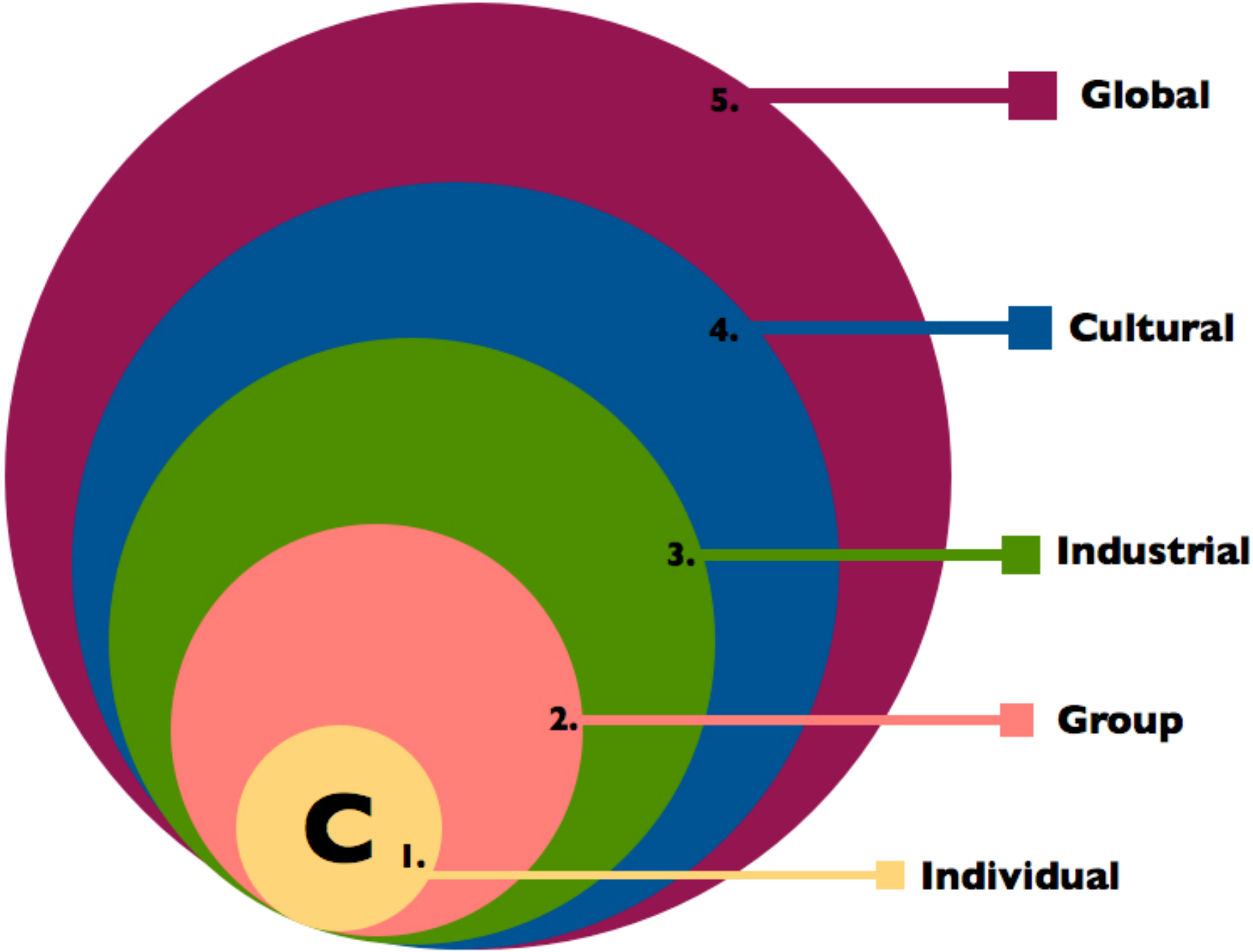
Section Two

WHAT IS SOCIAL COHESION?

COHESION is the degree to
which those in
a **SOCIAL SYSTEM** identify with it
and feel bound to support it,
especially its **NORMS,**
BELIEFS, AND VALUES.


Society
System
Institution
Individual/
Group


Environmental
Economic
Nutrients
Food
Biodiversity
Land Use
Climate Change
Pollution
Animal Welfare
WorkerWelfare
BIOLOGICAL SYSTEM
Agriculture
Land & Soil
Ground Water
ECONOMIC SYSTEM
Food Wholesalers
Food Companies
Farmers Markets and CSA's
Grocery Stores
Restaurants
SUPPLY
Farming
Commercial
Consumer
Waste
Trash
Food Literacy
Transport
Waste
Food
Money
Lobbying
Family & Friends
Community
Region
National
Global
DEMAND
SOCIAL SYSTEM
Social Network
Media / Advertising
Access
Education
Food Culture
Civic Engagement
Government & Policy
Regulations
Taxes
Subsidies
POLITICAL SYSTEM
Ownership
Trade

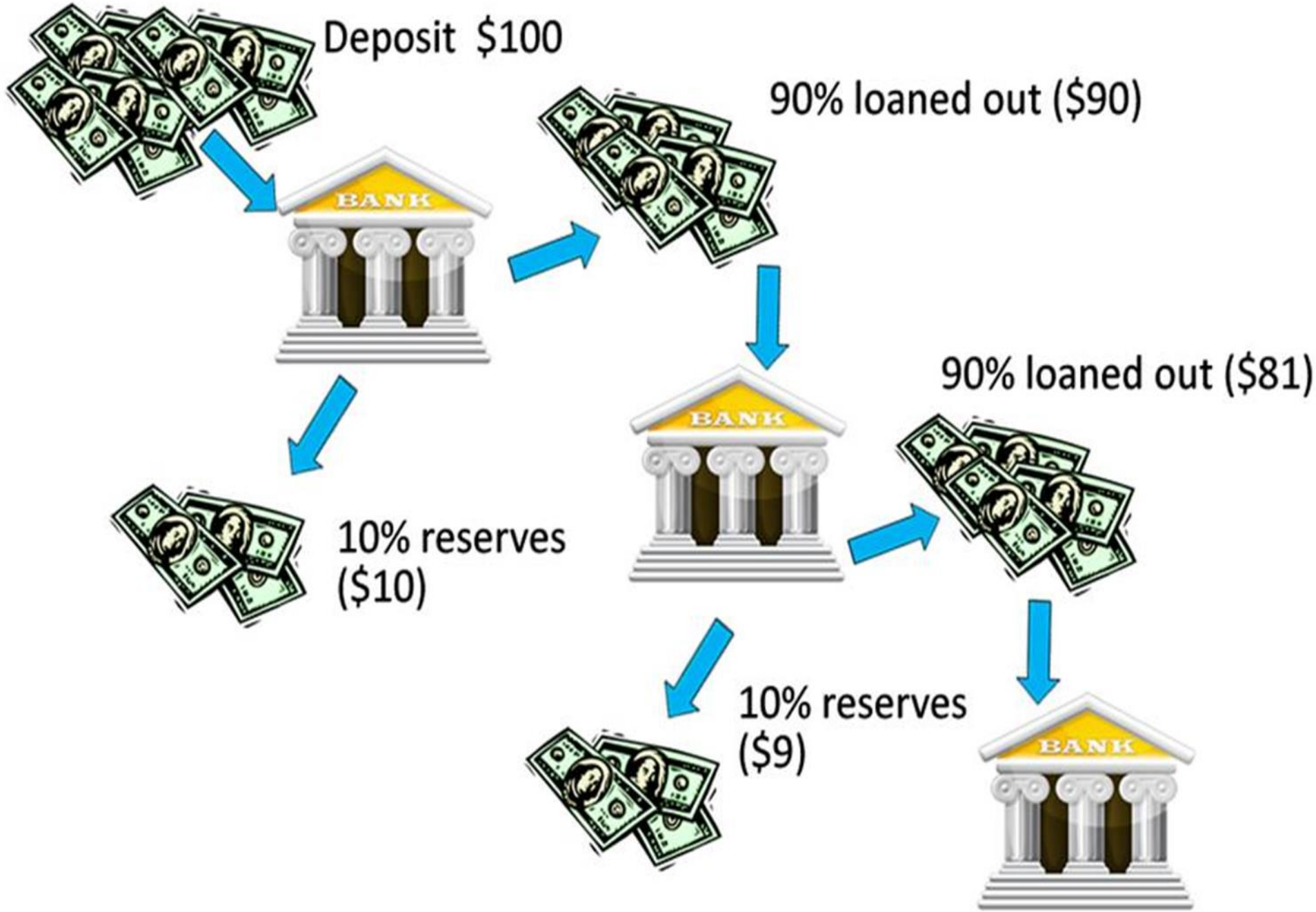

5.
Global
4.
Cultural
3.
Industrial
2.
Group
C
1.
Individual

Do you understand the systems you are a part of?

UNITED STATES
FEDERAL RESERVE SYSTEM

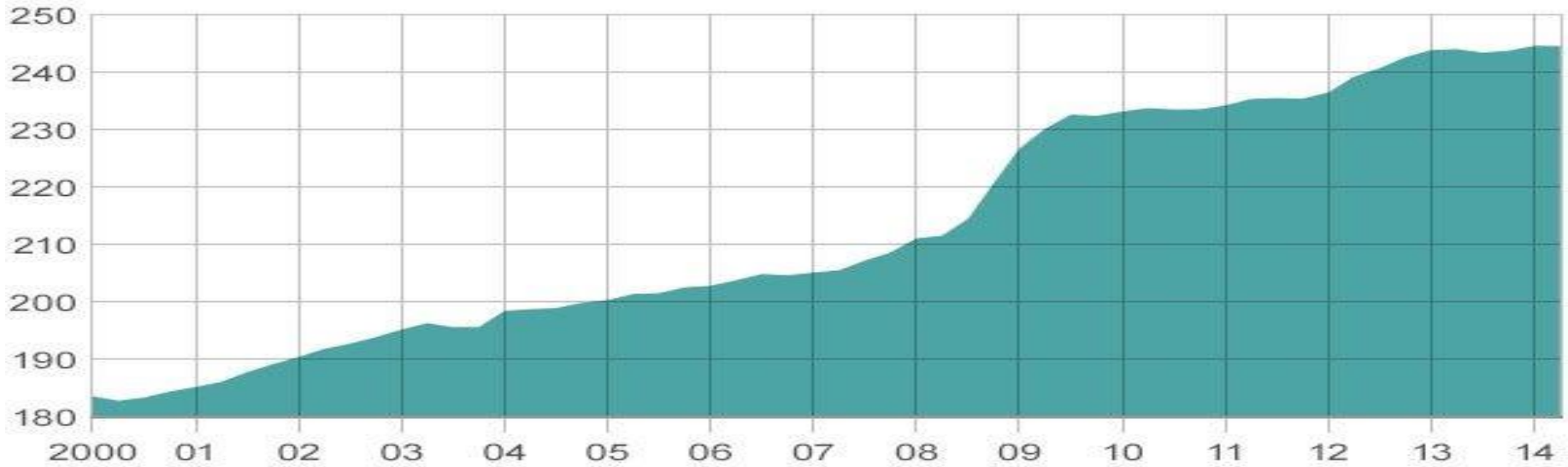
WORLD BANK

INTERNATIONAL
MONETARY FUND


Deposit $100
BANK
90% loaned out ($90)
BANK
90% loaned out ($81)
10% reserves
($10)
10% reserves
($9)
BANK

Global total debt outstanding

Percent of GDP, GDP weighted average



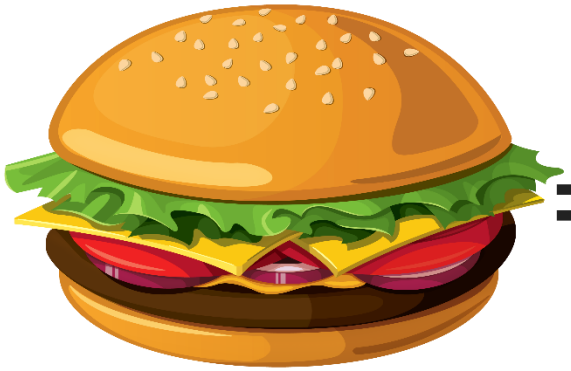
Source: Institute of International Finance

SARS

United we stand, divided we fall.

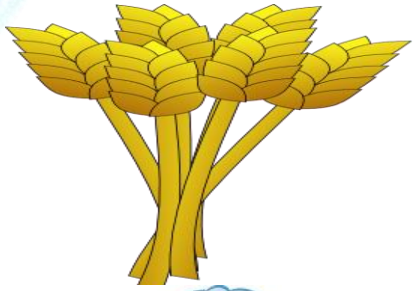
SOCIAL COHESION

towards a common goal, prosperity for



= 2 MONTHS

= 50% WORLD GRAIN



= 86X STRONGER THAN EMISSIONS

= 1000X AMOUNT IN WATER

If we don’t understand the problem how do we know the solution?

For problems there
is money.
For solutions
there
is only
innovation
and ideas.
Bryan Kramer

Section Three

HOW DOES INNOVATION FACTOR IN?

Understanding Authentic *Business Innovation* Changes the *Business Paradigm* to **Ecological Value for ALL.**

Innovation is the process of conceptualising an IDEA into a product or service of VALUE.

The process is HUMAN-CENTRED, the creation of an idea by a human by observing a human (Brown, 2016).

PURPOSE DRIVEN IMPACT

1. WHAT DO YOU **VALUE**?
2. WHAT DOES THE MARKET **VALUE**?
3. HOW DO YOU **DELIVER** THAT VALUE?

V = V

There are only two ways to create wealth,

find VALUE or create VALUE.

Successful businesses find and create massive value for other people at a profit. They see possibilities where others see only problems. They THINK to grow rich.

As they do they inevitably enrich the lives of others.

Warren Buffett

Innovation requires a range of skills and abilities.

Diversity is an incubator for innovation, only when INCLUSION is strongly embedded within a culture. Any form of segregation perpetuates segregation.

Heterogeneous firms perceive the world differently, have different routines, make different strategic choices, and act accordingly

Inclusive Diversity increases INNOVATION value by 35%.

An Innovative Culture SEEKS and LEVERAGES differences.

Men and Women are **neurologically different = good for business.**

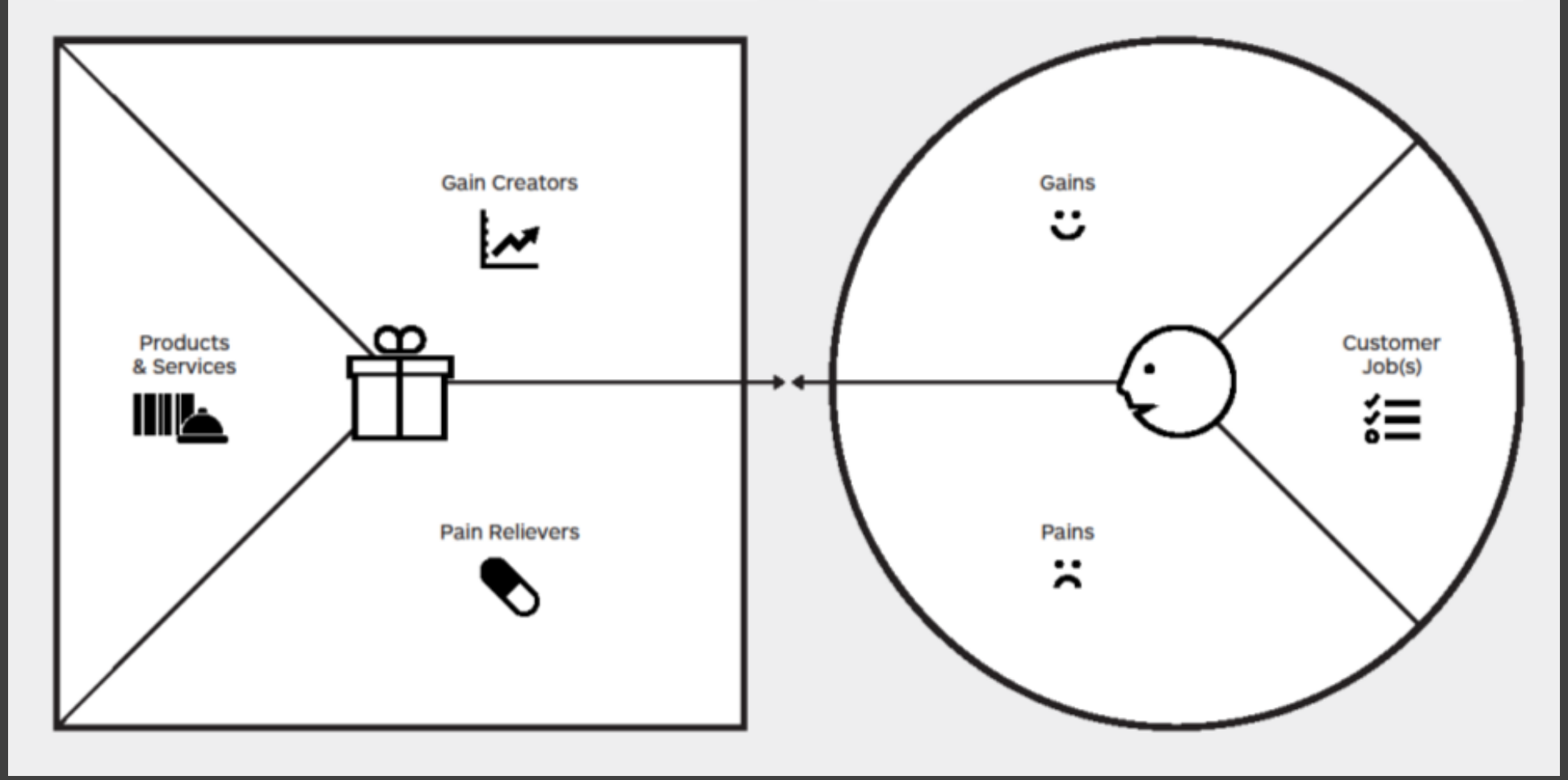
Women are stronger with regards to; **diversity, intercultural empathy, and diplomacy.**

Men are stronger with regards to; **global business savvy, cosmopolitan outlook, and interpersonal impact.**

Increase in business performance/activity from previous year, by innovation status

EMPATHY

(n.) the ability to step into the shoes of another person, aiming to understand their feelings and perspectives, and to use that understanding to guide our actions.



THE VALUE PROPOSITION

Where can you solve a customers pain or give them a gain ?

Offering your VALUE Proposition:

The 5(+1) Step Sales Process

Section Four

WHAT IS THE WAY FORWARD?

The Science behind Story Telling

Uri Hasson (Princeton)

Functional magnetic resonance imaging (fMRI)

The stories you tell shape your reality, your world and the world, via societal systems.

Collective Thoughts Form Societies

Tom Chi (Google X)

Life operates in **ecosystems** which accumulate into **behavior.**

The **collective minds** of these ecosystems are **society's source code** – what we collectively believe we collectively bring about.

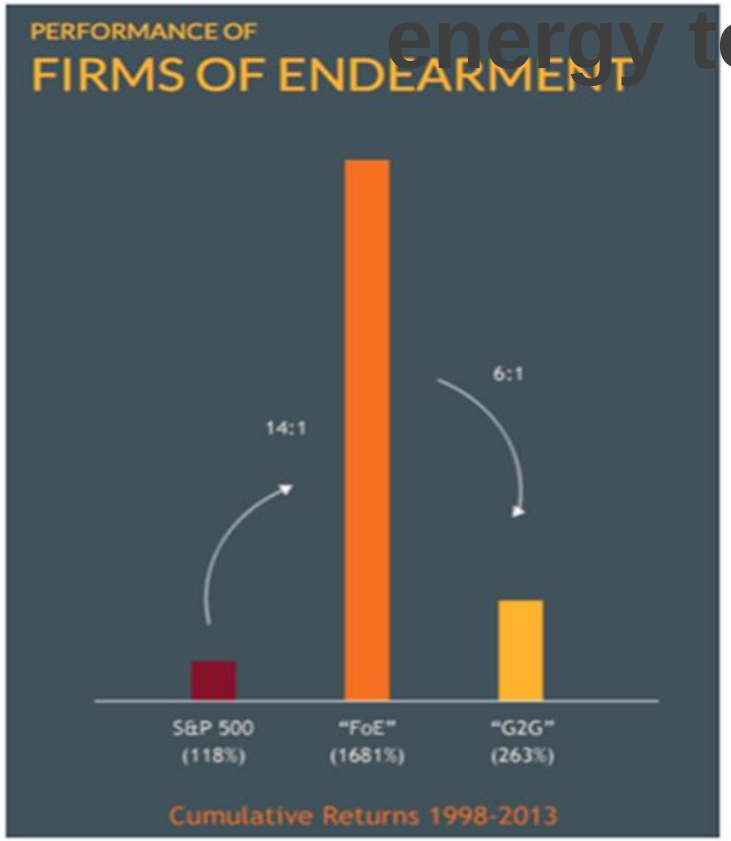
WE ARE COLLECTIVELY RESPONSIBLE FOR OUR WORLD.

Focusing our *motive power* and effort on the same goal, will *accelerate the velocity* with which we move closer to our goal.

With time we will spend less effort and achieve more.

Conscious businesses are **unapologetically** in favour of **FREE ENTERPRISE** and are **PRO-PROFIT** – just not at the expense of any stakeholder.

It brings excitement, inspiration and energy to doing business



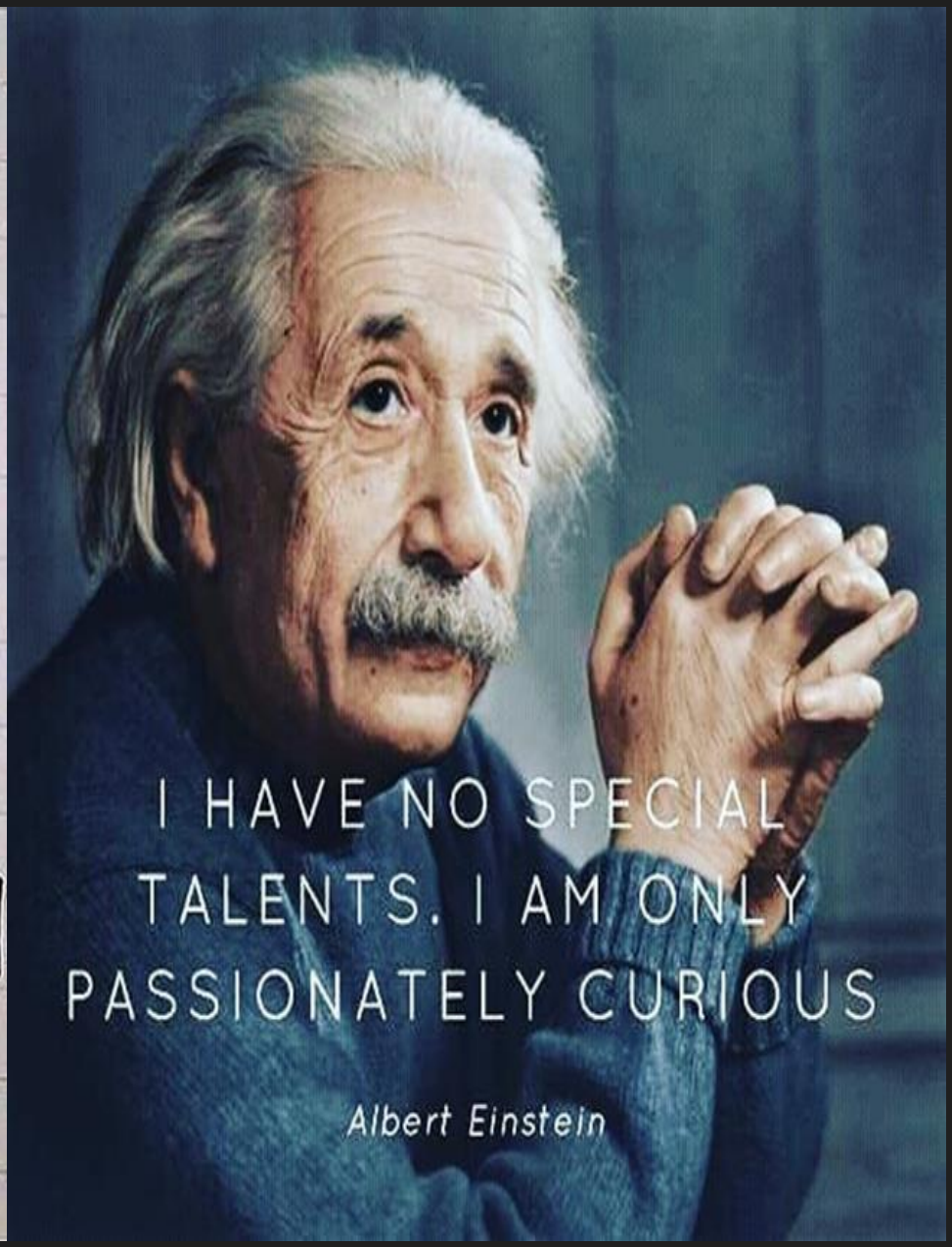
Conscious businesses produce higher long-term returns than businesses that focus on profit alone, RETURNS BY

“Business can be the biggest contributor to ending poverty or it can be one of the biggest causes of the challenges we are facing.

There is no business case for enduring poverty. We need a new way: open, inclusive and sustainable. That’s the business model of the future.”

"Try not to become a person of success, but rather try to become a person of value."

-ALBERT EINSTEIN



www.newmella.co.za

www.purposedrivenimpact.biz

THANK YOU