IMPACT MATCH™

IN PARTNERSHIP WITH

jb

#Impactexperts masterclass

JUDE BROOKS & KATE CRABTREE

THE ESSENTIAL INGREDIENTS TO CREATE PARTNERSHIPS THAT DELIVER COMMERCIAL AND SOCIAL IMPACT

IMPACT MATCH™

@ IMPACTMATCH

OUR MISSION

Impact Match empowers purpose-driven organisations and leaders to accelerate their impact at scale.

OUR VISION

To reimagine the world of work, where all organisations and leaders are able to deliver social impact at scale.

OUR WHY

Steering organisations and leaders towards social impact isn't just an ethical imperative, it's a smart business move.

MATCHMAKING | ADVICE | STRATEGY | IMPACTMAKERS | EVENTS

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Powerful Partnerships

Creating commercial value alongside social impact

Jude Brooks & Kate Crabtree

Who are we?

I'm Jude

30+ years in large commercial organisations. Now unlocking business value from social impact.

I'm Kate

20+ years in charity sector – 10 years leading new partnership teams.

The landscape of need

Highest number of global conflicts since 2nd world war

Cost of living crisis

4.2 million children living in poverty

Rise of populism

Greater reliance on charity services as government budgets are squeezed

Climate change

The need for powerful partnerships has never been greater

The business context

Time to reframe 'CSR'

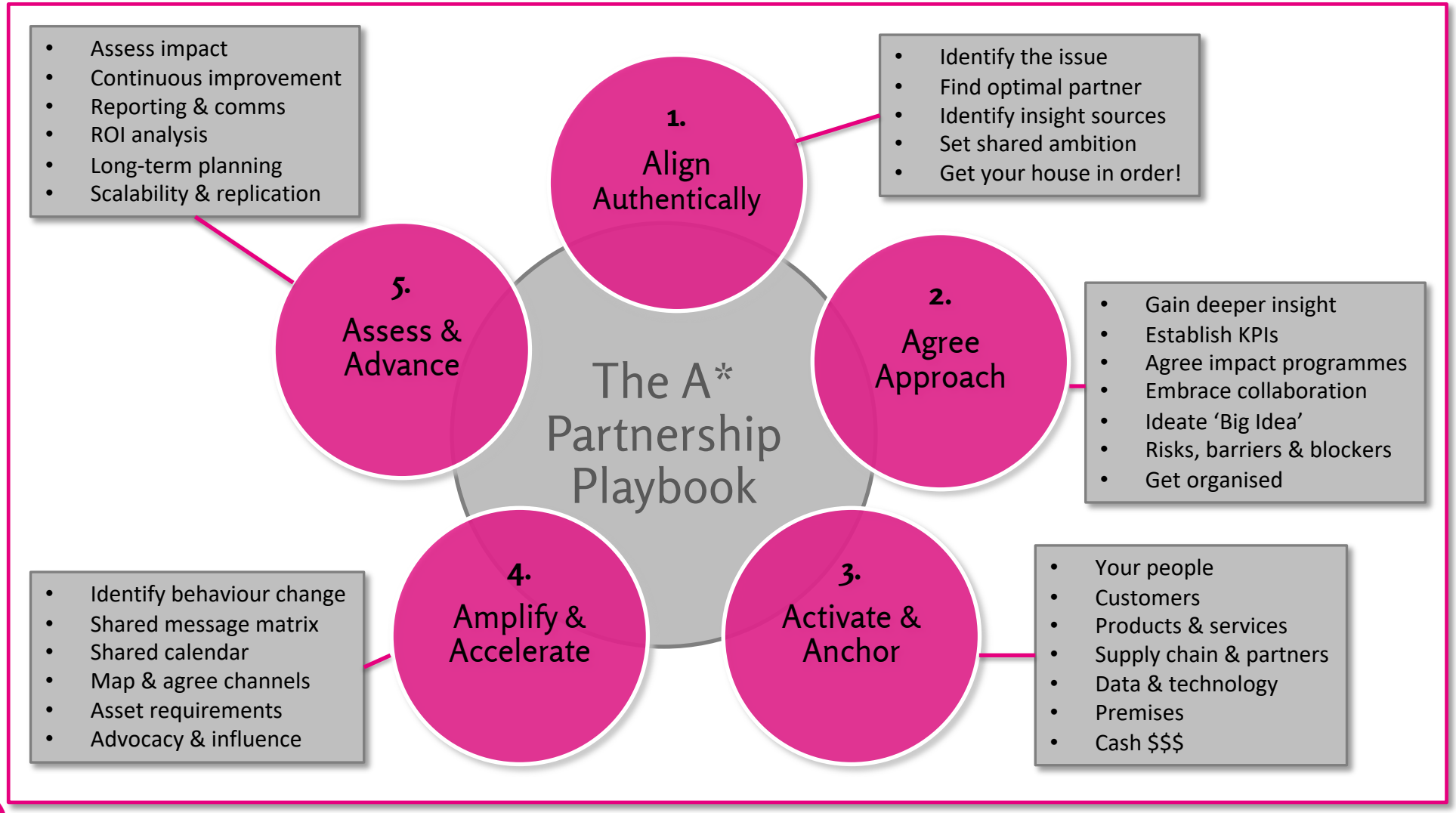
From		To
Risk mitigation	→	Growth
Siloed	→	Embedded
Philanthropy	→	Shared value

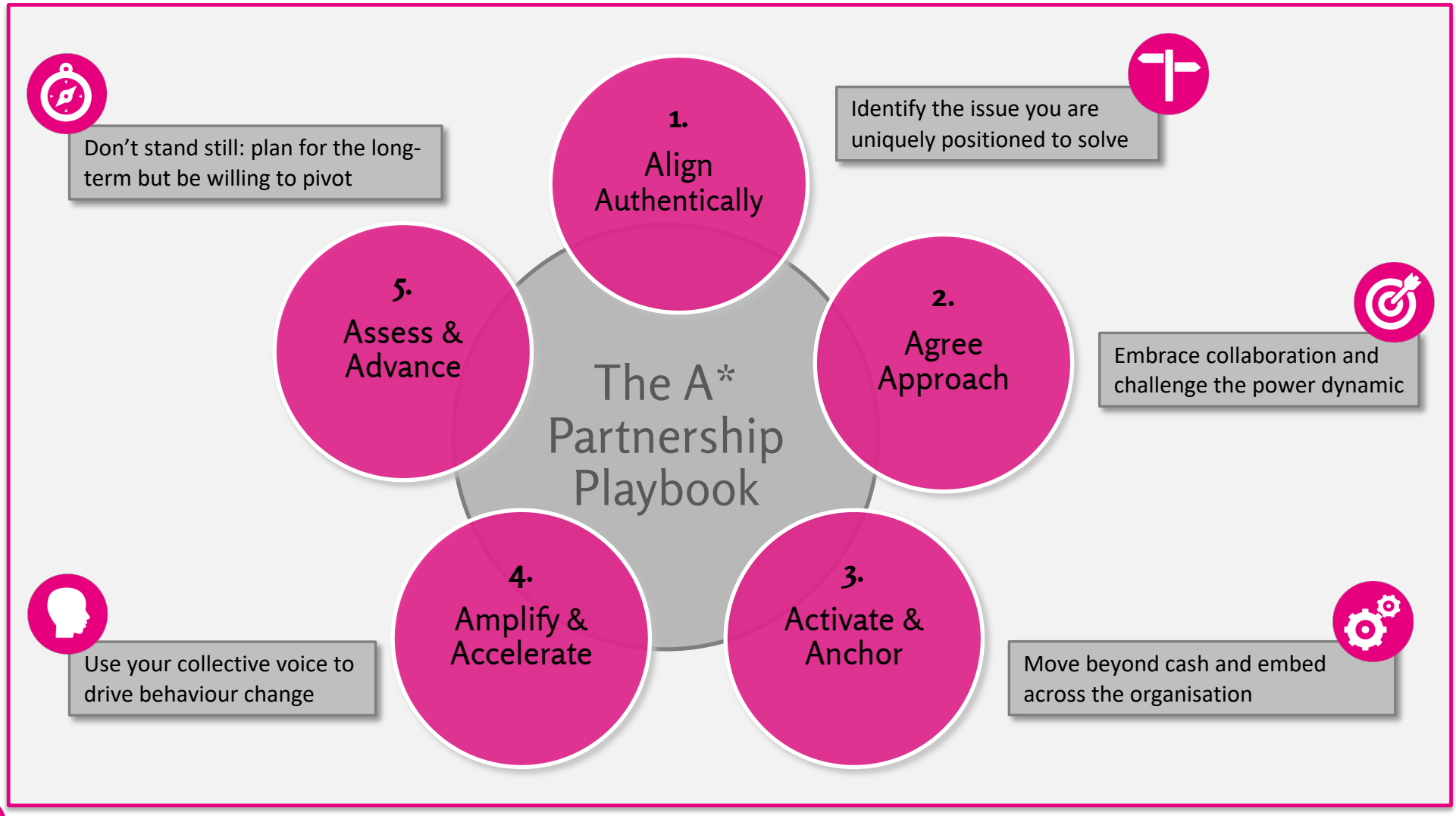
Opportunity to take a leadership approach

The opportunity on offer

> The companies that are breaking the mould are moving beyond corporate social responsibility to **social innovation**. These companies are the vanguard of the new paradigm. They view community needs as **opportunities to develop ideas** and demonstrate business technologies, to find and **serve new markets**, and to **solve longstanding business problems**.
>
> *Rosabeth Moss Kanter*

1.
Align Authentically
2.
Agree Approach
3.
Activate & Anchor
4.
Amplify & Accelerate
5.
Assess & Advance
The A* Partnership Playbook


The A* Partnership Playbook
1. Align Authentically
Identify the issue
Find optimal partner
Identify insight sources
Set shared ambition
Get your house in order!
2. Agree Approach
Gain deeper insight
Establish KPIs
Agree impact programmes
Embrace collaboration
Ideate 'Big Idea'
Risks, barriers & blockers
Get organised
3. Activate & Anchor
Your people
Customers
Products & services
Supply chain & partners
Data & technology
Premises
Cash $$$
4. Amplify & Accelerate
Identify behaviour change
Shared message matrix
Shared calendar
Map & agree channels
Asset requirements
Advocacy & influence
5. Assess & Advance
Assess impact
Continuous improvement
Reporting & comms
ROI analysis
Long-term planning
Scalability & replication


The A* Partnership Playbook
1. Align Authentically
Identify the issue you are uniquely positioned to solve
2. Agree Approach
Embrace collaboration and challenge the power dynamic
3. Activate & Anchor
Move beyond cash and embed across the organisation
4. Amplify & Accelerate
Use your collective voice to drive behaviour change
5. Assess & Advance
Don't stand still: plan for the long-term but be willing to pivot

Thank you!

Any Questions?

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