

## 1. The following outcomes are all important for my business

(select all that apply)

- To generate a financial return for its owners and investors
  - To satisfy the needs of its consumers/clients
  - To be a market leader in its sector
  - To have overall positive impact on society
  - To disrupt its industry and challenge existing thinking
  - To tackle a particular social or environmental problem
- 

## 2. The ultimate purpose of my business is

(select only one)

- To generate a financial return for its owners and investors
  - To satisfy the needs of its consumer/clients
  - To be a market leader in its sector
  - To have an overall positive impact on society
  - To disrupt its industry and challenge existing thinking
  - To tackle a particular social or environmental problem
- 

## 3. I want to create positive social and/or environmental impact through my business

(select only one)

- Because it was founded specifically to tackle a social problem
  - Because I want it to be a responsible business
  - Because I want it to have an overall positive impact on society, doing more good than bad
  - None of the above
- 

## 4. If I ever step away from or sell the business, I would

(select only one)

- Be happy for the new leaders or owners to change the focus and ethos of the business
  - Want to ensure that the new leaders or owners are just as focused on social impact as I am
  - Want to ensure that the new leaders or owners retain the focus and ethos of the business
- 

## 5. My business must generate a financial return for its owners and investors, because

(select all that apply)

- That's the only way it will survive, thrive and grow
  - That's a precondition for its ultimate purpose, which is to tackle a particular social or environmental problem
  - That's a precondition for its ultimate purpose, which is to have a positive impact on society
  - The more profit it makes, the more good it can do
-

## 6. Having a positive social impact is

(select only one)

- Absolutely at the heart of the business and of every decision we take
- Great as long as the business can afford it
- 

## 7. I would be prepared to accept investment in my business from

(select all that apply)

- Investors who are only interested in financial return
- Investors who are actively seeking social impact as well as financial return, and want to see proof of social impact
- Investors who are focused on financial return, and want to make sure that they only invest in responsible, ethical businesses
- 

## 8. I think it's important for my business to

(select all that apply)

- Measure and report on its financial and commercial performance
- Measure and report on its contribution to tackling a particular social or environmental problem
- Measure and report on its social and environmental performance across its operations
- 

## 9. Doing good for society is

(select only one)



More important to my business than financial return

Equally as important to my business as financial return

Less important to my business than financial return

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## 10. In my business decisions, I take account of the interests of

(select all that apply)

- Owners/shareholders
- Employees
- Customers/clients
- Other investors
- Suppliers
- Local community
-

## 11. In my business decisions, I prioritise the interests of

(select only one)

- |                                              |                                            |                                                                  |
|----------------------------------------------|--------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Owners/shareholders | <input type="checkbox"/> Suppliers         | <input type="checkbox"/> More than one of the above, but not all |
| <input type="checkbox"/> Other investors     | <input type="checkbox"/> Customers/clients | <input type="checkbox"/> All of the above in equal measure       |
| <input type="checkbox"/> Employees           | <input type="checkbox"/> Local community   |                                                                  |
- 

## 12. In legal terms I would be prepared to commit to

(select only one)

- |                                                                                                                                                                                                            |                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="radio"/> Prioritising the interests of my business' owners/shareholders, while also having regard to the interests of other stakeholders including employees, customers/clients and community | <input type="radio"/> Prioritising the interests of stakeholders including employees, customers/clients and community, while also having regard to the interests of owners/shareholders |
| <input type="radio"/> Putting the interests of the business' owners/shareholders on an equal footing compared with other stakeholders including employees, customers/clients and community                 |                                                                                                                                                                                         |
- 

## 13. I am prepared to commit the following proportion of net profits to my business's social impact, either through its operations or by donating to good causes

(select only one)

- |                                              |                                                                        |
|----------------------------------------------|------------------------------------------------------------------------|
| <input type="radio"/> Choose your percentage | <input type="radio"/> The amount we commit will vary from year to year |
|----------------------------------------------|------------------------------------------------------------------------|
- 

## 14. If my business stopped trading and was wound up, I would

(select only one)

- |                                                                                                |                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="radio"/> Want any remaining assets to be divided between its owners/shareholders  | <input type="radio"/> Be prepared to commit that the majority of any remaining assets would be handled over to another organisation with the same or similar purposes |
| <input type="radio"/> Decide how to divide any remaining assets based on the business' purpose |                                                                                                                                                                       |
- 

## One last thing: Have you already registered your company?

(select only one)

- |                           |                          |                                                                        |
|---------------------------|--------------------------|------------------------------------------------------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> I am filling out this tool on behalf of a client |
|---------------------------|--------------------------|------------------------------------------------------------------------|
-

# How your company will carry out its purpose

**Step A: what your company is set up to achieve?**

**Step B: who will benefit from your company's activities?**

**Step C: who will benefit from your company's activities?**

**Putting it all together**