

# Corporate Social Innovation

Our approach to building mutually beneficial partnerships



## Clarify Objectives

Determine whether our partnership goals are to drive revenue, engagement, and/or outcomes



## Identify Assets

Determine what we have that we are willing to leverage in creating and sustaining our partnerships



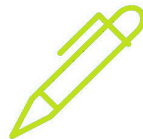
## Research Prospects

Determine which industries and companies need what our organization has or what we can do



## Build Financial Model

Forecast revenue and expenses associated with partnerships



## Articulate Solutions

Develop concepts that make our strategy come to life for our most targeted industries



## Design Strategy

Detail the types and levels of corporate relationships we will offer



## Align Structure for Implementation

Allocate resources for sales, servicing and fulfillment



## Plan Communications

Develop materials for prospects and stakeholders



## Start Conversations and Partnerships

Focus on solutions and listening to develop, refine, plan, close, execute and steward