



### **A New Form of Business for a New, Socially-Conscious Business World**

There are very successful and talented professionals in the management and technology consulting industry, indeed in many industries, who want to “make a difference” in the world through their work and energy. Rather than working primarily to optimize personal comfort and wealth, they seek meaning and purpose through their work’s direct impact on the welfare of society. Yet because the professional services lifestyle affords so little time for personal involvement in community-oriented activities of any kind, this powerful impulse to translate a life of hard work into a larger social value is most often reduced to the impersonal act of writing occasional checks in response to fund-raisers, or is lost altogether.

Impact Makers is a non-stock, social venture led by senior consulting executives who are dedicated and prepared to do things differently. Impact Makers competes head-to-head for contracts in the highly profitable professional services consulting world, and wins its fair share based on superior competence and performance. However, there is one critical difference: Impact Makers’ ‘profits’, by corporate charter, go directly to its non-profit community partners (currently Safe Harbor battered women’s shelter) rather than to wealth creation for shareholders. Labeled “social entrepreneurship” or “public-private partnership” in academic, business, and political circles worldwide, the idea is not new, but real-life implementations are rare indeed. Impact Makers is pioneering the application of this concept through an innovative new business model, focusing first in the lucrative professional services industry.

What a Win-Win-Win-Win proposition! First, customers get premium consulting and first rate project delivery to satisfy critical business needs. Simultaneously customers gain the increasingly valuable ability to participate in social consciousness: Not only do they make a direct financial contribution to Impact Makers’ partners, the customer is also supporting the very business model itself when choosing to work with Impact Makers. Second, Impact Makers professionals get to do something they really care about while earning top wages for their valuable experience, skills, and training. In addition to the financial contributions Impact Makers gives, employees are given time each week to devote to direct, hands-on work with our non-profit partners. The resulting increased job satisfaction enables Impact Makers to attract top candidates and to retain its employees longer than others in an industry where human capital and employee retention are of utmost value. Third, the non-profit partners get a recurring, sustainable income that frees precious resources previously consumed by fund-raising and re-focuses them directly on services to the community. And finally, society gets a working model of business success blended with social responsibility. When business, societal, and individual needs converge in this way, a powerful model emerges to challenge the way things are done today.

For more information, contact us at: [info@impactmakers.org](mailto:info@impactmakers.org)