

GET STARTED NOW to make a better world through business

**Action steps for individuals, organizations/communities and businesses**

As an individual

* Choose more positive impact every time you spend money
* Choose an employer with greater impact
* Ask employer if you can help your workplace have a more positive impact
* Invest and support growth of businesses with more positive impact
* Join local efforts to support more positive businesses and improve more harmful businesses

As an civil society, government agency, neighborhood/community group

* Adopt policies and campaigns supporting more positive impact businesses with every purchase
* Encourage members, stakeholders and constituents to support more positive impact business
* Support laws and regulations allowing formation of high impact P3 business
* Show harmful businesses the P3 way to profit people, planet and owners at the same time
* Support student groups to be a support resource for interested businesses to improve impacts

As a business leader, manager or company owner

* Commit to improvement: take baseline measures of key indicators
* Make a plan to improve key parts of your operation, monitor and manage the plan
* Involve employees, customers, suppliers and distributors, they all need a better world
* Be transparent and accountable: publish your progress on your website
* Be a leader: pursue product, industry and company certifications of positive impact

As a student group

* Learn how businesses can manage the triple bottom line, increasing net positive impacts
* Lead/support campaigns supporting positive business with collective buying power
* Lobby for supportive laws and regulations
* Learn about positive businesses certifications and promote these locally
* Lean how to support business P3 programs, offering auditing and social media support

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