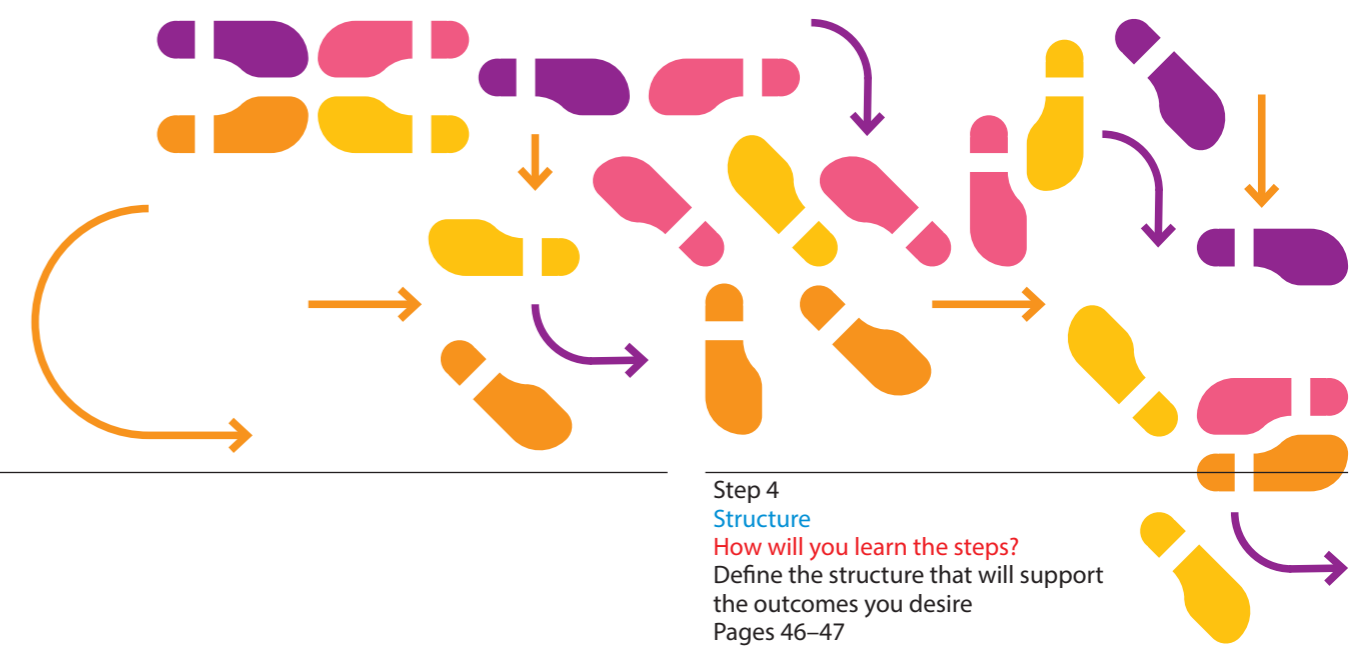


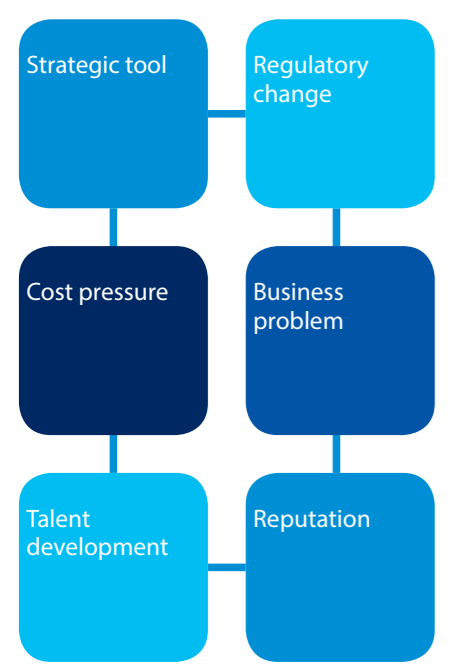
The Practitioner's Guide

Steps to Corporate Investment, Innovation and Collaboration

A Practical Guide to Creating Positive Outcomes



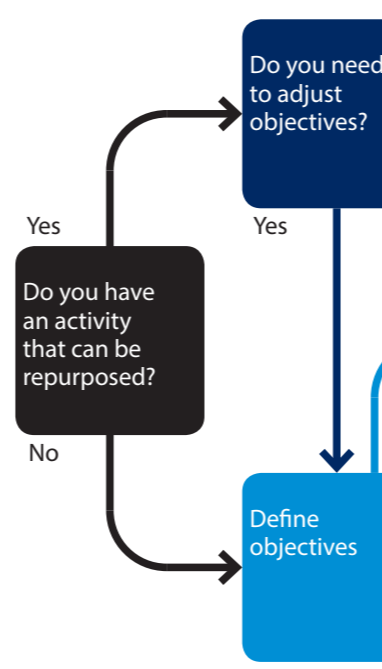
Step 1
Stimulus
What type of music are you dancing to?
 Stimulating a corporation to take a different approach
 Pages 34–38



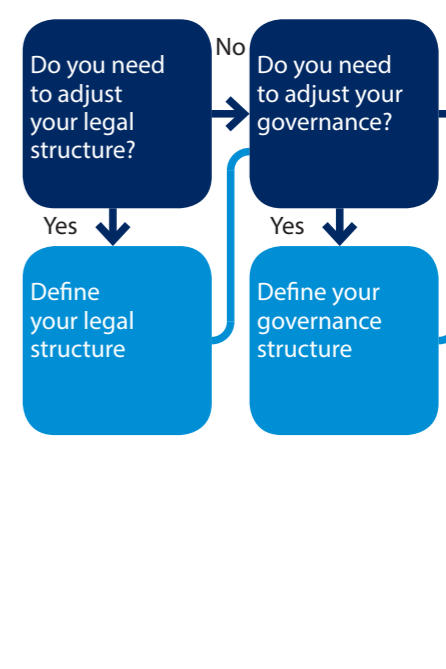
Step 2
Seeding
Will you dance alone or with others?
 Seeding the idea: defining the purpose of the activity
 Pages 39–42



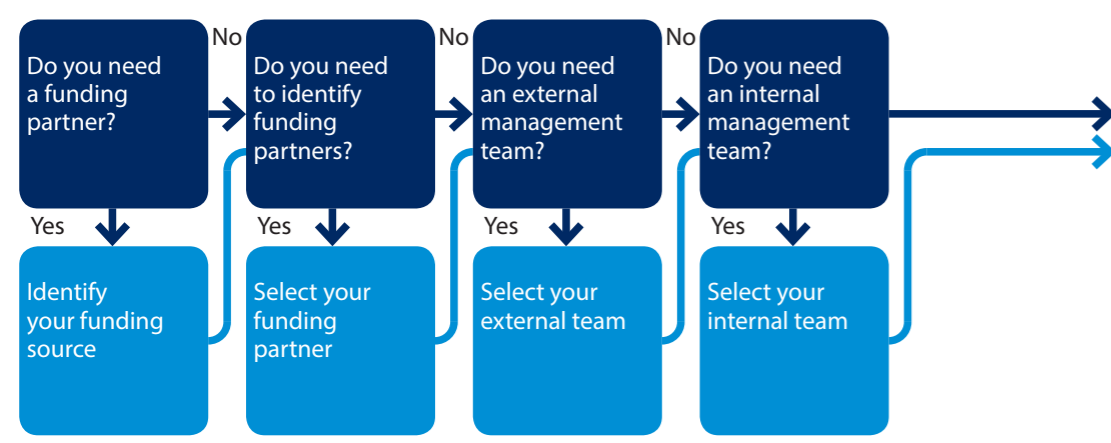
Step 3
Strategy
What type of dance will you do?
 Set the direction, objectives and define the boundaries
 Pages 43–45



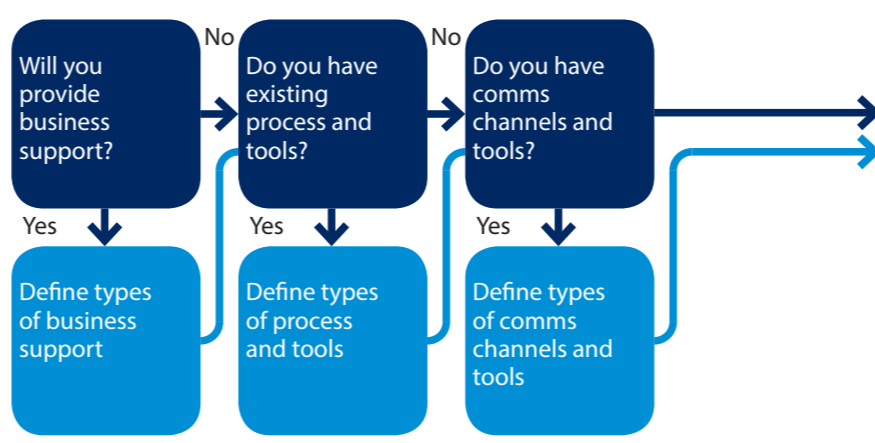
Step 4
Structure
How will you learn the steps?
 Define the structure that will support the outcomes you desire
 Pages 46–47



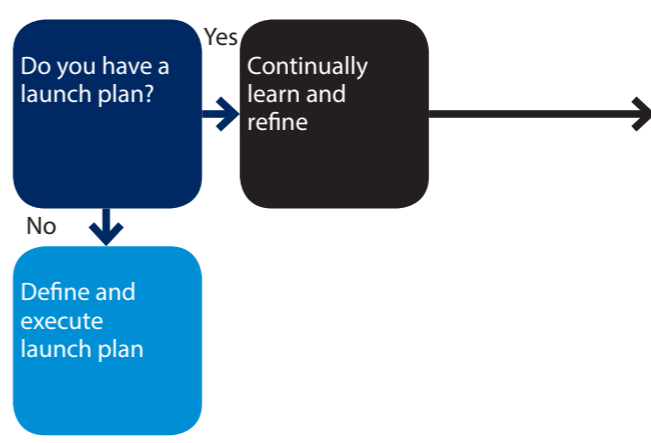
Step 5
Source
How will you support the dance?
 Source the right people to deliver the outcomes you desire
 Pages 48–50



Step 6
Set Up
How will you lay out the dance?
 Define your processes and how you will measure progress
 Pages 51–52



Step 7
Start and Strengthen
Take your first steps and keep practising!
 Decide how you will launch your initiative and continuously learn
 Pages 53–55



Step 1 Stimulus What type of music are you dancing to?	Step 2 Seeding Will you dance alone or with others?	Step 3 Strategy What type of dance will you do?	Step 4 Structure How will you learn the steps?	Step 5 Source How will you support the dance?	Step 6 Set Up How will you lay out the dance?	Step 7 Start Take your first steps and keep practising!	Partnership Map It's all about the collaboration		
							Organisation	Support Offered	Website
Stimulus	Seeding						Embercombe	Inspiration	www.embercombe.org
Stimulus	Seeding						Ashoka	Inspiration	www.uk.ashoka.org
Stimulus	Seeding						Eden Project	Inspiration	www.edenproject.com
Stimulus	Seeding						League of Intrapreneurs	Inspiration, Networking	www.leagueofintrapreneurs.com
Stimulus	Seeding						Skoll Centre	Inspiration, Networking	www.sbs.ox.ac.uk/faculty-research/skoll
Stimulus	Seeding						Leaders Quest	Inspiration, Networking	www.leadersquest.org
Stimulus	Seeding						The Crowd	Inspiration, Networking	www.thecrowd.me
Stimulus	Seeding						Wavelength	Inspiration, Networking	www.thesamewavelength.com
Stimulus	Seeding						Intrapreneur Lab	Inspiration, Networking	www.intra-lab.com
Stimulus	Seeding			Source	Set Up	Start	Big Society Capital	Co-investment	www.bigsocietycapital.com
Stimulus	Seeding			Source	Set Up	Start	Green Investment Bank	Co-Investment	www.greeninvestmentbank.com
Stimulus		Strategy					Bethnal Green Ventures	Strategy, Landscape	www.bethnalgreenventures.com
Stimulus		Strategy					UnLtd	Strategy, Landscape	www.unltd.org.uk
Stimulus		Strategy					Social Enterprise UK	Strategy, Landscape	www.socialenterprise.org.uk
Stimulus		Strategy					Social Investment Business	Strategy, Landscape	www.sibgroup.org.uk
Stimulus		Strategy					Global Corporate Venturing	Inspiration, Research	www.globalcorporateventuring.com
Stimulus		Strategy					Innovate UK	Inspiration, Research	www.connect.innovateuk.org
Stimulus		Strategy					NCVO	Inspiration, Research	www.ncvo.org.uk
Stimulus		Strategy					ACEVO	Inspiration, Research	www.acevo.org.uk
Stimulus		Strategy	Structure				Clearly So	Strategy, Landscape, Fund Advisory	www.clearlyso.com
		Strategy	Structure				Oliver Wyman	Investment, Innovation, Collaboration Advisory	www.oliverwyman.com
		Strategy	Structure				Boston Consulting Group	Investment, Innovation, Collaboration Advisory	www.bcg.com
		Strategy	Structure				TSIC	Investment, Innovation, Collaboration Advisory	www.tsiconsultancy.com
		Strategy	Structure				Deloitte Social Impact	Investment, Innovation, Collaboration Advisory	www2.deloitte.com/uk/en.html
		Strategy	Structure				PricewaterhouseCoopers	Investment, Innovation, Collaboration Advisory	www.pwc.co.uk
		Strategy	Structure	Source		Start	NESTA	Fund Advisory, Fund Management	www.nesta.org.uk
		Strategy	Structure	Source		Start	Key Fund	Fund Advisory, Fund Management	www.thekeyfund.co.uk
		Strategy	Structure	Source		Start	LGT Impact Ventures	Fund Advisory, Fund Management	www.impactventuresuk.com
		Strategy	Structure	Source		Start	CAST	Fund Advisory, Fund Management	www.wearecast.org.uk
		Strategy	Structure	Source		Start	Northstar Ventures	Fund Advisory, Fund Management	www.northstarventures.co.uk
		Strategy	Structure	Source		Start	FSE	Fund Advisory, Fund Management	www.thefseggroup.com
		Strategy	Structure	Source		Start	Resonance	Fund Advisory, Fund Management	www.resonance.ltd.uk
		Strategy	Structure	Source		Start	Bridges Impact +	Fund Advisory, Fund Management	www.bridgesventures.com/impact-plus
		Strategy	Structure	Source		Start	Numbers for Good	Fund Advisory, Fund Management	www.numbersforgood.com
		Strategy	Structure	Source		Start	Can Invest	Fund Advisory, Fund Management	www.can-invest.org.uk
		Strategy	Structure	Source		Start	Parkwalk	Fund Advisory, Fund Management	www.parkwalkadvisors.com
		Strategy	Structure	Source		Start	Spacehive	Fund Advisory, Fund Management	www.spacehive.com
		Strategy	Structure	Source		Start	The Good Economy Partnership	Fund Advisory, Fund Management	www.goodeconomy.co.uk
		Strategy	Structure	Source		Start	Foresight Group	Fund Advisory, Fund Management	www.foresightgroup.eu
		Strategy	Structure	Source		Start	Social And Sustainable Capital	Fund Advisory, Fund Management	www.socialandsustainable.com
		Strategy	Structure	Source		Start	Big Issue Invest	Fund Advisory, Fund Management	www.bigissueinvest.com
		Strategy	Structure	Source		Start	Social Investment Scotland	Fund Advisory, Fund Management	www.socialinvestmentscotland.com
		Strategy	Structure	Source		Start	Social Finance	Fund Advisory, Fund Management	www.socialfinance.org.uk
				Source			Escape the City	Recruiting the Right Team	www.escapethecity.org
				Source			On Purpose	Recruiting the Right Team	www.onpurpose.uk.com
				Source			Prospectus	Recruiting the Right Team	www.prospect-us.co.uk
				Source			B Corp Job board	Recruiting the Right Team	www.bcorporation.net/community/jobs-board
				Source			Six Degrees People	Recruiting the Right Team	www.sixdegreepeople.com
				Source			Green Park	Recruiting the Right Team	www.green-park.co.uk
					Set Up		UKTI	Finding Partners	www.gov.uk/government/organisations/uk-trade-investment
					Set Up		B Lab UK	Setting Metrics, KPIs	www.bcorporation.uk
					Set Up		SustainAbility	Setting Metrics, KPIs	www.sustainability.com
					Set Up		New Philanthropy Capital	Setting Metrics, KPIs	www.thinknpc.org
					Set Up		Mission Measurement	Setting Metrics, KPIs	www.missionmeasurement.com
						Start	Forester Communications	Communications, Launch Strategy	www.forster.co.uk
						Start	Futerra	Communications, Launch Strategy	www.wearefuterra.com
						Start	Seven Hills	Communications, Launch Strategy	www.wearesevenhills.com
						Start	Brunswick Group	Communications, Launch Strategy	www.brunswickgroup.com