

ON IMPACT

A GUIDE TO

THE IMPACT REVOLUTION

OUR 8 BELIEFS

1. Impact is the potential of an action to improve lives and the planet – we must shift it to the center of our consciousness.
2. When weighing business and investment decisions, we must adopt a new paradigm of risk–return–impact.
3. It is possible to do well and do good at the same time. In fact, we can deliver better returns because of impact, rather than in spite of it.
4. Impact can be measured and compared. We need to standardize measurement and fold it into decision–making across our society to amplify results.
5. We must come together to adopt pay–for–success impact models, to prevent social problems from arising. This improves lives, while governments and philanthropy save money.
6. We must shift to measuring outcomes, not activities. Instead of measuring an organization’s time and dollars spent, and countries and people reached, let’s measure the actual improvement made to lives and the environment.
7. Impact entrepreneurs are powerful allies. Through their innovation, risk-taking, and access to capital, they are perfectly positioned to deliver impact at scale. We should support their efforts globally.
8. We must act now. Ending the plight of billions of lives and the decline of our planet depend on our urgent action. There is a will. There is a way. And there has never been a greater need or a better time.

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