



UNITING CORPORATE PURPOSE AND PERSONAL VALUES TO SERVE SOCIETY

 a blueprint for
better business

BUSINESS AS A FORCE FOR GOOD

The Blueprint movement is about challenging business to be a force for good. We do this by encouraging companies to operate to a purpose that respects people and contributes to a better society, thereby delivering long term sustainable performance.

We have developed practical ways to help businesses of all sizes to be truly purpose driven.

We work with both business and wider society to help, support and challenge business to create a better society for all and in so doing create more sustainable businesses.

Better Business Better Society

WHAT IS THE BLUEPRINT MOVEMENT?

At the core of the Blueprint are ***Five Principles of a Purpose Driven Business*** and ***A Framework to Guide Decision Making***. The Principles set out the call to action with practical commitments and outcomes. The Framework outlines behaviours needed to sustain purpose – together they provide a route map to behavioural change.

These tools are attuned to real business needs. They are drawn from strong foundations of learning from society including philosophy, faith teachings and social and behavioural science. They put the human person at the centre of business and society, naturally connecting business behaviours and the needs of society.

For more on the Blueprint go to: www.blueprintforbusiness.org



FIVE PRINCIPLES OF A PURPOSE DRIVEN BUSINESS

HONEST AND FAIR WITH CUSTOMERS AND SUPPLIERS

- Seeks to build lasting relationships with customers and suppliers
- Deals honestly with customers, providing good and safe products and services
- Treats suppliers fairly, pays promptly what it owes and expects its suppliers to do the same
- Openly shares its knowledge to enable customers and suppliers to make better informed choices

A GOOD CITIZEN

- Considers each person affected by its decisions as if he or she were a member of each decision-maker's own community
- Seeks and provides access to opportunities for less privileged people
- Makes a full and fair contribution to society by structuring its business and operations to pay promptly all taxes that are properly due

HAS A PURPOSE WHICH DELIVERS LONG-TERM SUSTAINABLE PERFORMANCE

- Operates true to a purpose that serves society, respects the dignity of people and so generates a fair return for responsible investors
- Enables and welcomes public scrutiny of the alignment between stated purpose and actual performance

A RESPONSIBLE AND RESPONSIVE EMPLOYER

- Treats everyone with dignity and provides fair pay for all
- Enables and welcomes constructive dialogue about its behaviour in keeping true to its purpose
- Fosters innovation, leadership and personal accountability
- Protects and nurtures all who work for it to ensure people also learn, contribute and thrive

GUARDIAN FOR FUTURE GENERATIONS

- Honours its duty to protect the natural world and conserve finite resources
- Contributes knowledge and experience to promote better regulation for the benefit of society as a whole rather than protecting self interest
- Invests in developing skills, knowledge and understanding in wider society to encourage informed citizenship

WHAT DOES BEING PART OF THE MOVEMENT MEAN?

The Blueprint movement is not a membership organisation, kite-mark, or a compliance body. Association with the movement is voluntary and free. Businesses who commit to the Blueprint Principles recognise that embedding the Blueprint is a journey not a destination.

Over time, and in the way best fitting for each business, we would expect businesses who are part of the movement to:

- Acknowledge being part of the Blueprint movement
- Commit to the Principles and embed the required behaviours
- Draw up a Purpose statement consistent with the Principles
- Hold a board discussion at least once a year where delivery of operations and profit aligned to the purpose is reviewed
- Be open about progress, by publishing appropriate information that enables public scrutiny of the alignment between the stated purpose and actions



One company acting alone can change their business, a number doing it together can change the conversation.

WHY SHOULD YOU BE PART OF THE MOVEMENT?

A business that genuinely lives out a purpose that serves society and respects people:

- Engages and motivates its people
- Stimulates creativity and innovation
- Enhances its reputation
- Promotes customer and brand loyalty
- Helps create a stable society that sustains good businesses
- Delivers long term sustainable performance

This is not about CSR – but about the core activities of the business. It is about whether your day to day business activities serve human dignity and promote the common good for the benefit of everyone, including the business itself.

You can use the Blueprint as a ‘mirror’ from society to challenge your internal direction, actions and commitment. It invites your employees to bring their best values to work and sends a strong signal that your business does not want anyone to live a ‘divided life’. Blueprint gives your people a behavioural compass and directs all of their efforts to the unified purpose of the business.

A movement is needed to help change the conversation about the role and expectations of business in society.

HOW DOES BLUEPRINT SUPPORT YOU?

We support you in embedding the Blueprint in your organisation through workshops, conferences and discussion forums.

Being part of a movement means that you can learn from others going through the same process; from reviewing and embedding your purpose through to encouraging the behaviours necessary for people to be true to that purpose when making decisions.

We have developed tools to assist in embedding the Blueprint, but we are a charity and not a change management consultancy. We encourage consultants and coaches who work with business also to be part of the movement to help it to grow and develop.

Whilst business needs to be the focus of change, society also has a critical role to play. We therefore also work with groups that represent wider society to help, support and challenge businesses on their journey.

The Blueprint movement is a rich network of people and organisations that learn from each other with the Blueprint at the centre and includes NGOs, investors, consultants, coaches, Think Tanks and academics as well as business.



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Uniting Corporate Purpose and Personal
Values to Serve Society

The Blueprint Trust is an independent charity.
We are not funded by business, but by charitable
foundations and individuals. Our work is not about
compliance or regulation but about stimulating and
energizing positive behavioural change.

CONTACT US

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