

# REORIENTATION GETTING STARTED

What do we contribute?

How have our core values changed? Where do we need to recalibrate? Why have they changed at all?

What are our top three learnings from the past three years (in a mission-vision sense)?

What does our brand footprint currently contribute?

What partnerships have we committed to in the past three years? What positive social and environmental impact did they have?

What results have our CSR commitments yielded?

What can our business achieve with a greater commitment to society? To the environment? To conscious capitalism?

Are we ready and willing to make the changes necessary to achieve this? Are we ready to invest time, funds and resources?

What benchmark have we set for ourselves? Is it still relevant for what we want to achieve for a better tomorrow?

How can we measure our impact, especially in terms of quality?

How ambitious do we need to be in achieving these goals?

What local ecosystems can we build and nurture?

What does conscious mean for us? And in that sense, what does success look like?

