



Nine Competitive Advantages

Contribution is not just the "nice" or "right" thing to do...

The competitive advantages of merging money and meaning come from looking inside the business, your core business. Not through ticking boxes and making donations, or having a particular department that is delegated responsibility to consider these ideas with no actual authority to enact the necessary changes or influence core business decisions and operations.

We are not suggesting that you go from zero to one hundred in one hit. We want you to just consider these things and what it might look like in your business.

To help you connect what you care about to how you make money I'm sharing the nine competitive advantages I have identified that you can tap into by merging money and meaning:

Competitive Advantages of Merging Money and Meaning

Increases revenue and/or reduces costs
Reduces risk
Strengthens brand and improves market position
Increases customer loyalty
Improves positioning with investors
Increases innovation
Creates a better culture
Creates an increased sense of purpose
Increases compliance and regulatory readiness

Competitive Advantages of Merging Money and Meaning - Bessi Graham



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In our six-month program, The Jasper Blueprint, we go into a massive amount of detail on each and really help you identify the focus areas for you and what it might look like in your business.

To give you a little taste, here's one example of each to get you thinking:

Increases revenue and/or reduces costs

Increased revenue related to satisfied customers driving recurring revenue, increased renewal rates, and regular referrals.

Reductions in costs related to recruitment, training, turnover, absenteeism.

Reduces risk

Ensuring a well-trained, motivated team that can deliver products and services with the desired quality and consistency reduces risk.

Strengthens brand and improves market position

You can strengthen your brand and improve market position by becoming both an employer of choice and a company known to have the best people able to deliver the highest level of service and results to their customers.

Increases customer loyalty

On the back of a healthy culture that prioritises staff wellbeing, your engaged team will deliver better results for customers, have the energy to serve customers well, and engage with customer issues in a more positive way because they're not drained themselves. This improved customer experience, and results will increase customer loyalty.

Improves positioning with investors

The improvements and reductions in risk you generate, make you a more appealing option for investors. One particular benefit is the demonstration that your company is not reliant on you to succeed but that it has the culture, team, systems, and processes to give confidence in the ongoing delivery beyond your involvement.



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Increases innovation

Merging money and meaning increases innovation through the creation of diverse teams and a healthy culture that ensures psychological safety, collaboration, and a healthy approach to risk and failure.

Creates a better culture

The alignment between what your company says it cares about and how you behave build trust and loyalty.

Creates an increased sense of purpose

The pride that you, your team, and other shareholders can take in being part of an organisation that respects and treats its employees well is infectious.

Seeing the results in the personal lives, wellbeing, and achievement of personal goals through involvement with the company inspires and drives motivation.

Increases compliance and regulatory readiness

When you are in a position where your practices around conditions, fair pay, policies and procedures, diversity and inclusion, and the overall wellbeing of your employees, already meet or exceed regulatory and compliance requirements; you move from a superficial tick a box exercise, that is purely an administrative cost, to one that is actually reaping the benefits of the intended regulations.

Which of these competitive advantages could you more intentionally leverage as you begin to merge money and meaning in your business?