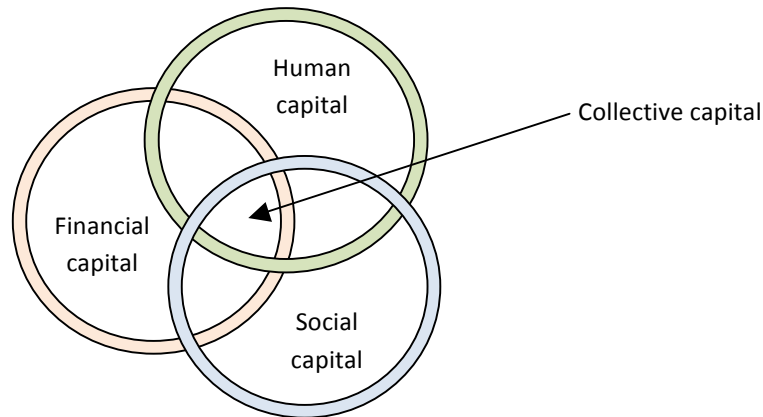


Collective Capital is the **business** and **social** value created when your company's financial, human, and social capital are each aligned with its mission and purpose. This comprehensive approach to business helps you leverage your existing resources, creating the two conditions that are necessary for the continued relevance of your company: *business growth* and *service to society*. The collective capital model is about better, more sustainable, socially conscious, fulfilling business.



Production Collective advises companies on the implementation of the collective capital model. We begin with a resource review that allows us to understand your company culture and positioning. We gather information to assess your financial health, human assets, and role in society. After taking stock of your internal and external assets, we then identify opportunities to advance your mission and purpose. Production Collective designs the strategies for value creation, which include:

- **WORKSHOPS** to help you elucidate your company's value set
- **COMMUNICATIONS** to tell your story and differentiate your brand
- **SOCIAL AUDITS** to assess your company's impact on society
- **GROWTH MANAGEMENT** to help you manage your growth while advancing your mission
- **INTEGRATION** of your existing social responsibility platform with your business model
- **EVENTS** to fortify your brand and strengthen stakeholder relationships
- **EMPLOYEE EXPERIENCES** to enhance fulfillment, commitment, excellence
- **PARTNERSHIP DEVELOPMENT AND BROKERING** to build your networks

A business that maximizes its collective capital will experience the satisfaction of comprehensive business, where financial, personal, and social goals are collectively advanced. This challenges the traditional notion of the trade-off between financial success and fulfillment, or that companies cannot do well by doing good. Collective capital will enable you to meet these goals simultaneously. To demonstrate impact, the collective capital model attributes value to the intangible differences that a company makes. These outcomes cannot always be quantified, but they make a palpable difference in the day-to-day success and long-term prosperity of the business. The intangible difference is felt through employee and customer loyalty, a mission-oriented culture, a reputation based on integrity and authenticity, responsiveness to the world, synergistic relationships, and satisfaction and fulfillment.