

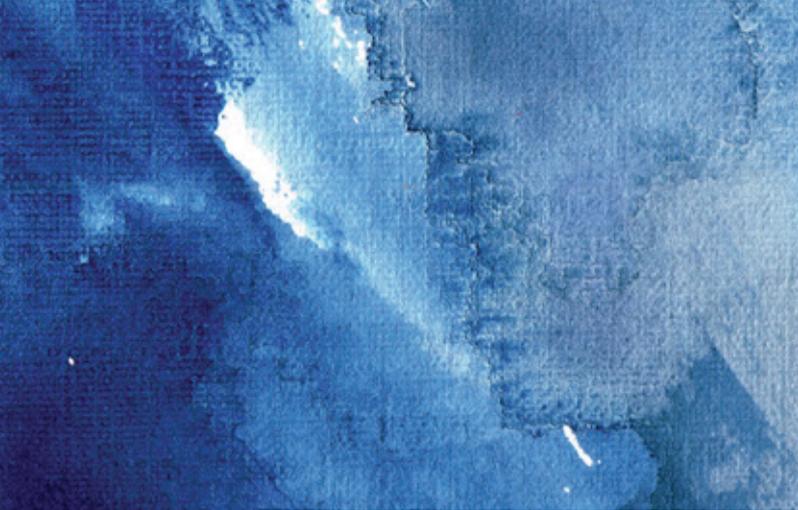


10 THINGS

YOU CAN DO
IN YOUR BUSINESS

TODAY

TO CREATE A
CONSCIOUS AND
ETHICAL IMPACT



FLIK GRAPHIC DESIGN . BOUTIQUE DESIGN STUDIO

FLIK GRAPHIC DESIGN

We are a boutique graphic design studio that marries the art, soul and science of magnetic branding with creative visual design and storytelling to enable businesses to nurture an intimate connection with their ideal clients.

Harnessing our well-earned mastery of visual storytelling, brand artistry and design strategy, we work with entrepreneurs to craft aligned, authentic and wholly lovable brands that are as aesthetically influential as they are strategically mindful.

We've been called 'the brand whisperers' and 'the graphic design studio for game-changers' and we pride ourselves on our intuitive and intelligent approach to visual storytelling. We only work with the business and brands that light us up so you can be sure that your project will be drenched with all of our love, care and devotion.

In essence, we design really lovable brand identities for real businesses that want to make a real impact.

1. FIND A HIGHER PURPOSE

Businesses should exist to do more than just make money. Great leaders realise that in order to become successful over the long term, you must provide true value. That comes from passionate people getting inspired about their work.

How inspiring is your business's purpose? Would you want to work for a business whose mission is only to "deliver maximum value to its shareholders"?

"We're all here for something, having a higher purpose and a mission and goals are the keys to guiding you on the path of exceptional craftsmanship and exceptional service."

"What you do in private is what you are. When you have other guiding principles you will do great work even when the client isn't there." - Johnny Miller, owner of OakBridge Timber Framing Company in the US

2. FOLLOW THE TRIPLE BOTTOM LINE FRAMEWORK

Triple bottom line (TBL) is an accounting framework with three parts:

Social – fair and beneficial business practices toward labour and the community and region where your business practices

Environmental – minimising your business's environmental impact and adhering to sustainable practices – from raw materials, to processing, to disposal (or recycling) by the end user.

Economic – the economic value created by your business. This is different from the traditional definition of 'profit' as it includes the 'profits' of other entities.

By adopting the TBL framework to evaluate their performance many businesses benefited from a broader perspective and increased value to the business and stakeholders.

For example, Fry's Family Foods, a family business that sells frozen vegetarian meat alternatives around the world measures their business success in number of animals saved by people choosing their products instead of meat. When asked about their annual turnover, Tammy Fry responded "Last year we said we saved 15 million chickens from slaughter, 15,000 cows and 75,000 pigs. That's our turnover."

"WE'RE ALL HERE FOR SOMETHING, HAVING A HIGHER PURPOSE AND A MISSION AND GOALS ARE THE KEYS TO GUIDING YOU ON THE PATH OF EXCEPTIONAL CRAFTSMANSHIP AND EXCEPTIONAL SERVICE."



It's not magic,
It's not mind reading,
But it's as close
as you can get.

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3. FORMULATE ETHICAL, YET PRACTICAL, POLICIES

Businesses regularly put in place policies to cover a wide range of business practices and decisions. Ethical practices should be at the heart of these policies.

Your policies need to be practical, otherwise no one will follow them, and attempts to make your business more ethical will fail. Small incremental changes that stick are better than trying to change everything at once.

4. GIVE BACK TO THE COMMUNITY

You can use your business resources to benefit social and environmental programs within your local community. You can donate employee paid time, money, or products to local non-profits or other community groups. Many businesses provide products to aligned charities free of charge as part of their marketing plan, but also as a way of giving back.

'20 percent of brands worldwide are seen to meaningfully and positively impact people's lives, yet 91 percent of global consumers would switch brands if a different brand of similar price and quality supported a good cause.' - Cone Communications-Echo, 2013

You could even create a foundation that focuses on one particular cause or issue. It could be a cause relating to the environment, animals or people in need.

F L I K G R A P H I C D E S I G N
S T U D I O

NO ONE IS GOING
TO COME TO YOUR
HOUSE & MAKE
YOUR DREAMS
COME TRUE

5. CREATE A VALUES-BASED OFFICE CULTURE

A values-based culture is one that is intentional about how people act and perform. When a culture is not defined and enforced, your people aren't all moving in the same direction.

Organisations mirror the actions and personality of the individual at the top. Leaders should be authentic and open and strive to inspire loyalty and consistent high performance in their teams. This is the kind of person people want to follow.

Ethics should also be part of the recruitment process. Getting the right people that are a fit for your business's values is key.

Greg Koch, the CEO of Stone Brewing Co spoke about how he would rather leave a key position unfilled than bring in someone not 100 percent aligned with his firm's values and mission. He explained that not having that position filled hurt, but it was better than the alternative. Stone Brewing Co. is now one of the top micro-brewing houses in the U.S. -- it's even expanding into Germany.

You should also ensure staff members know what to do when faced with an ethical dilemma. Staff need to know what the rules are and the steps to take to enforce them.

6. REDUCE YOUR BUSINESSES ENVIRONMENTAL IMPACT

You can make your workplace more environmentally friendly through the use of:

- Robust recycling programs for all of your business waste.
- Reducing energy consumption and increasing energy efficiency. Choose energy efficient equipment and lighting. Ensure lights and equipment are powered off whenever practical or have timers to automatically turn them off when not in use.
- Choosing renewable (solar or wind) energy to power your workplace. If your business is in a position to install solar panels, this may be a smart long-term economic decision. Otherwise you can choose to purchase your power from the grid from renewable sources from GreenPower.
- Reducing unnecessary printing.
- Making the switch to Ethical Paper and avoid using office paper made from precious native forests - <http://www.ethicalpaper.com.au/>
- Purchasing materials from organic or sustainable farmers
- Purchasing renewable and sustainable materials
- Working with environmentally conscious distributors
- Urging manufacturers and distributors to adopt better environmental practices
- Adopting sustainable product packaging

7. KNOW YOUR SUPPLY CHAIN

Conscious leaders know the importance of taking into account all of their stakeholders. You're never going to become a premium brand by only focusing on the shareholders. The really important factors for long-term business success are the employees and customers, and often the vendors and community as well. Take care of them and they will take care of you.

8. TAKE RESPONSIBILITY FOR THE FULL LIFECYCLE OF YOUR PRODUCT

Product stewardship, businesses taking responsibility for what happens to their products once a consumer is done with it, is extremely important.

It is important for consumers to have safe, ethical and cost effective ways for what to do with the product at the end of its lifecycle, as well as the packaging. But it is also vital for your brand not to be seen in a negative light due to waste being disposed of inappropriately.

In March 2017, an African waste dump called the Agbogbloshie dump was described in the media as "a scene from hell where African children [as young as five] live among Australian computer waste illegally dumped in amounts of up to almost 600,000 tonnes a year." Among the waste was a "St George Bank" brand monitor, a division of Westpac bank which claimed "gold standard" environmental stewardship. As you can imagine, not only is this an environmental and human rights disaster, but now also a PR disaster for Westpac.

IT IS IMPORTANT FOR CONSUMERS TO HAVE SAFE, ETHICAL AND COST EFFECTIVE WAYS FOR WHAT TO DO WITH THE PRODUCT AT THE END OF ITS LIFECYCLE, AS WELL AS THE PACKAGING.

9. EDUCATE YOUR CUSTOMERS

Make it your vision to turn our customers into advocates - to have them care about your values as much as you do. Encourage them to think about consumerism and to think about what is left behind in the supply chain post purchase.

People need to realise that when they buy a product, they're creating an impact on the planet at every step of that product's production process – on farms, in mills and factories, with shipping and distribution, and more. You should encourage customers to ask themselves whether they really need one of our garments before they make a purchase decision. Commit to making durable products that last a lifetime and offer this guarantee to your customers.

Be honest and don't be afraid to admit you haven't got it all worked out. Commit to fixing it and see that commitment through.

10. KEEP EVALUATING AND LEARNING AND SHARE WHAT YOU'VE LEARNED

Be the change you want to see. Set an example and share with your suppliers, partners and other stakeholders what has worked well for you.

And most importantly, you should continually review how your business is doing and how you can better fulfil your higher purpose and generate more value for your business and your customers.



Before you go...

Are you looking for a graphic designer? Do you like what you've read and you think we'll be a good fit for each other? In that case we should connect! To get the ball rolling, please click on the button below and you'll be taken to our contact form Please complete the form so we can learn a bit about your business and we'll be in touch. We can't wait to hear from you!

LET'S DO THIS!

PS. if you have any questions or you're having trouble with the form, you can also email us at: hello@flikgraphicdesign.com.au

THE ART
= SOUL =
and
[SCIENCE]
of
magnetic
branding

