Do
Complete this worksheet on your own or with a small number of friends or colleagues. It's intended to help you consider what impacts your business will have on the world if it is successful.

Put a sticky in the centre with a short succinct description – ‘the elevator pitch’ – of your business idea.

Use as many stickies as you need to answer the four questions.

Think of this as a creative, divergent thinking activity. So, as well as considering changes your business might make within its sector, look more broadly at the effects on society, other areas of activity, public and private organisations.

You can also use the examples in Handbook 02 to help you.