



What is the Fly Wheel of ImpactSM ?

The 'Flywheel of Impact' is an insight-driven framework that enables any brand, business, social enterprise or non profit to identify the biggest opportunity for scaling their impact - at a corporate, brand or community level - as well as providing the blueprint for alliances and strategic partnerships.

Done well, this quite literally creates a flywheel of triple bottom line impact (people, planet, and profit) - propelling companies forwards and scaling impact so that the 'money' generated can sustain and power the 'mission'. The 'magic' always comes from a deep understanding of the impact that the community you serve would like to see and experience. It's this that ultimately results in the that partnership, scale and transformation that you are looking to accomplish.

The opportunity for scaling your impact, partnership and community engagement lies at the intersection between your mission (or your brand purpose), the money (biggest intention gap) and the magic (the biggest cultural or community challenge or issue that your brand or business can authentically address).



A Case Study:

Creating a fly wheel in cosmetics

A professional make-up brand wanted to better understand the most relevant 'cultural tension points' in order to better frame its brand belief, purpose and pursuits and show up as more of an ally to the LGBTQAI+ community.

Through a cultural deep dive - which included an AI powered landscape assessment and a series of interviews and ethnographies with members of the community - we were able to identify the key insights to create a flywheel of impact for the brand - enabling the brand to lock onto a powerful purpose driven positioning and activation platform - to help scale their revenue and impact



Key Insights:

MONEY: Create a playground that promotes experimentation and digital engagement through color authority.

MISSION: Embrace intersectionality - by empowering diverse expressions of beauty.

MAGIC: Challenge traditional gender roles and norms — allowing individuals to express their gender identity more freely and spontaneously.

The activation platform (which we cannot share for obvious reasons) provides the 'inner hub' from which purpose, positioning, non profit or commercial partnership and activation can originate.



[Click here to schedule a call.](#)

We are a multi award winning B Corp certified social innovation and brand activation agency – thriving at the intersection of brand purpose, commercial innovation and social impact. We work with brands, retailers, startups and nonprofits all over the world – helping them to articulate their purpose, activate their brands and accelerate their impact.