SINGLE ORGANIZING IDEA PROVIDES A DATA DRIVEN, TOTALLY HOLISTIC SOLUTION, FOR CHANGE MAKERS WHO WANT TO ACCELERATE THEIR PROGRESS AND LEVERAGE SUSTAINABILITY AS A DRIVER OF BUSINESS SUCCESS.
The future is here already, and it’s very different from the past. Rapidly changing attitudes towards diversity, equality, wealth, the climate and nature are suddenly testing businesses and their role in society as never before.

Governments, investors, customers, NGOs and employees are all demanding more of businesses. Fiscal growth at any cost is no longer acceptable. Increasing regulation, investor divestment, reduced valuations, expansive tender demands, exposés, customer protests and employee activism are all part of a challenging new landscape.

To thrive in this new world of work, businesses need to respond quickly and transition. It’s no longer a question of how far or how soon. To survive, businesses need to go ‘all-in’ and put sustainability at the core of their business strategy. Only then will they be positioned to capitalise on the enormous amount of new opportunities that change brings.

**Why a Single Organizing Idea (SOI®)?**

An SOI, collaboratively identified and defined to deliver sustainable economic, societal, human and environmental outcomes will positively transform your business.

Since 2006 our tools have been used to engage business stakeholders in a powerful process that provides clarity, unifies, sets direction and ultimately delivers outcomes that are meaningful, valuable, consistent and aligned.

Alignment of a business around a sustainable SOI brings people together authentically. It puts what matters to them, what matters to the world and what matters to the business at the core.

Guided by our world-class Accredited Advisors, an SOI cuts through complexity. It enables your business to quickly transition and accelerate its progress towards a new, sustainable position that will ensure it is fit for the future.

An SOI ties your commercial and social strategies together into one single strategy, the outcome of which is not only sustainable, but also meaningful for those wishing to find fulfilment in what your business does.
A world’s first data driven alignment solution

In this new world of greater expectations and intense scrutiny, CSR box ticking, purpose washing and self-serving surveys are no longer going to cut it. What is required today is a new class of constant assessment that can be totally relied upon to not only pinpoint where improvement is required but to trigger actions that turn insights and data into solutions and exciting new opportunities.

The SOI® Assessment System™ was launched at COP26 in 2021. Developed and continually refined in partnership with leading businesses over a 15 year period, our breakthrough technology can be relied upon to monitor the health of an organization throughout the year and provide leaders with a totally unique understanding of how behaviour is impacting on actions, outcomes and performance.

Regular, immutable stakeholder assessments accurately measure the overall alignment of your business to its SOI.

Insights trigger SOI Learning Loops with stakeholders that tackle and rectify identified weaknesses and risks.
"SOI HAS SO MUCH MORE POTENTIAL TO MAKE A DIFFERENCE THAN A SIMPLE PURPOSE."
Charles Handy

CASE STUDIES
Since 2005 for-profit and not-for-profit organizations around the world have adopted the SOI approach. Check these case studies out on our website to see how https://singleorganizingidea.org/explore-soi/#single-strategy

LEARN MORE
Taking your first step to putting a sustainability at core of your business future and getting your SOI certification is straightforward and free.

Talk to our team today on 0203 813 4224 or email us info@singleorganizingidea.org and let us help your business accelerate its progress to a more meaningful and sustainable future.

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Let's accelerate progress™

SINGLE ORGANIZING IDEA LTD
12 HAMMERSMITH GROVE
LONDON W6 7AP

www.soi.org