

The Social Impact Playbook

From purpose to scalable impact in 30–45 Days.





Ignite impact: accelerate behavioural change

We partner with NGOs, social enterprises, and foundations to deliver sustainable impact through strategic brand calibration, compelling impact narratives, advanced AI solutions, and evidence-based approaches.

Example: For a community healthcare not for profit, we developed a comprehensive impact narrative framework and deployed an **AI-powered tool for proposal creation**, significantly enhancing their funding success and reach within 45 days.

What's inside?

The four core elements:

1

Calibrate brand & strategy

Defining a clear purpose narrative and strategic direction for sustainable growth and donor confidence.

2

Create impact narratives

Crafting compelling stories that effectively communicate your mission and the tangible human change you drive, fostering stronger engagement.

3

Implement AI solutions

Designing, building, and implementing AI tools to streamline proposal creation, enhance capacity building, facilitate learning, and tell data-driven stories.

4

Focus and strengthen evidence-based approaches

Guiding your organization to leverage data and proven methodologies, ensuring your efforts lead to measurable and scalable impact.



Timeline

"30–45 days to a transformative approach."

Week 1–2: strategic assessment & planning

Conduct a comprehensive audit of current brand identity, organizational strategy, and existing data practices. This phase focuses on defining a clear purpose and strategic direction, laying the groundwork for evidence-based approaches.

Week 5–6: implementation & empowerment

Implement AI solutions and integrate new communication strategies into your operations. This phase ensures your team is empowered to leverage proven methodologies, fostering stronger engagement leading to measurable and scalable impact.

1

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Week 3–4: Narrative & solution development

Craft compelling impact narratives that communicate your mission and the tangible human change you drive. Simultaneously, we design and begin building tailored AI tools to streamline processes and enhance capacity building, ensuring data-driven storytelling.

Why this works

Strategic brand alignment

Calibrate your organization's brand identity and define a clear strategic path forward.

Compelling impact narratives

Craft powerful stories that combine real-world insights with data-backed credibility.

AI-powered solutions

Design, build, and implement AI tools for enhanced proposal creation, capacity building, and data storytelling.

Evidence-based approaches

Focus on strategies driven by verifiable evidence to ensure measurable and sustainable impact.



Example: through **Apna Guru**, we created an **AI-powered micro-learning platform** for rural health workers, which significantly improved field-level efficiency and provided robust data for impact assessment.

Deliverables

Comprehensive toolkit for social impact organizations seeking strategic transformation and sustainable growth. From brand calibration to AI-powered solutions, this playbook delivers measurable results in 30-45 days.

Impact Narrative Document + Story Deck

