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Five ways IT can help you fulfill your organization's mission and make a bigger impact on the world

.01 Using IT to make your organization more diverse.

One of the ways to amplify your impact (and increase your B-Corp score) is to have a diverse workforce. It's one thing to hire diverse workers, but it's another thing to have the ability to hire diverse workers who are the perfect candidates.

Now I know you're probably thinking "I'd love to have a diverse workforce, but I can't find the right candidates in my area".

The solution to that is simple! Increase your technical capacity for your team to work from home by implementing the right IT solution. This way, your available talent pool grows exponentially.

The New World:

Advances in IT have enabled more diversity in the workplace by connecting remote workers across the country. Whether it's finding talent across demographics from other states or hiring top candidates who may have restrictions for working in person. Innovations in IT are connecting employers with remote workers everywhere.

Healthy work cultures value people based on what they offer, rather than where they sit in society. A hybrid remote work with the right IT setup can increase employee engagement, boost productivity & culture, lower carbon emissions during commuting, and allow for more inclusive and diverse businesses when done effectively.

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.02

Choosing an IT partner that helps amplify your organization's mission.

Your business partners aren't called partners just because. Not only should they be adding value to your organization through the services they provide, they should also play a role in moving your mission forward by being your biggest cheerleader. Who wouldn't want that, am I right?

Partners that align with your values: As part of a mission driven organization, you must consider the impact of your business decisions on customers, workers, suppliers, the community, and the environment.

Because your organization isn't merely focused on making a profit, it's crucial to find the right partners to further your mission and vision. You want partners that go beyond the transactional realm of business.

At the end of the day, it's true that profit is what drives a company's success. But what's even more important is what's at the heart of a company. What's your purpose, and how do you plan to achieve it?

IT is the backbone of every organization's success, and by now, you can probably tell that one of the most effective ways to enable your business to achieve its mission and to fulfill its purpose is by choosing the RIGHT IT partners. It's simple! Build a network of partners that not only want to make money, but ones that believe in the heart and spirit of your business.

With the right partners in tow, you can amplify your organization more than you ever imagined!

.03 Decreasing corporate travel and helping the planet with the proper IT setup.

Even though corporate travel is considered to be very common and almost necessary, it has a significant impact on the environment.

Here's a Striking Example:

Employees of the software company Salesforce generated 146,000 metric tons of carbon dioxide emissions due to travel in the year 2019. To put that into perspective, that's the same amount of carbon dioxide generated by 17,500 homes in a whole year. Insane!

146,000 worth of emissions from Sales Force Travel **IS EQUAL TO** the emissions of **17,500 HOMES**

Reducing the need for corporate travel: The COVID-19 pandemic has demonstrated that many businesses are still able to function quite well without directors, managers, and employees attending to things in person.
A robust IT setup can help reduce the need for business travel. It may not completely eliminate it, but it can certainly reduce your dependence on travel.

Where an IT Setup Can Help:

Virtual Meetings & Sales Calls
Instead of traveling for meetings or sales calls, a good IT setup can make the whole room come to you. One of the biggest qualms that people have about virtual meetings is that it's not easy to communicate with one another online as people are constantly talking over one another and voices constantly break up.

The right IT infrastructure can make communication seamless.

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Decreasing your impact on the environment by directly planting trees through your IT partner.

We already know that a big factor in increasing your impact on the world is by giving back to the planet and helping the environment. Does your organization have environmental initiatives in place? They may be easier to implement than you think!

A lot of your infrastructure depends on technology. At the same time, you know that technology can increase your carbon footprint. So, if your goals include carbon neutrality, it would be wise to find a way to counteract your carbon footprint.

How:

Search for an IT company that has sustainability actions in place like tree planting. This will directly offset your carbon footprint caused from the tech within your organization and will increase the positive impact your organization has on the world. And of course, you'll want excellent service or products, too. You should not have to compromise quality in your selection. For example, a good IT vendor should provide stability, security, and support while still doing some good in the world.

This is a small, but powerful example of the types of things that the vendors you choose can make a positive impact on the world.

.05 Partnering With an IT company That Properly Recycles Your E-Waste.

As you know, how your organization affects the environment (positively or negatively) could be reducing your positive impact on the world and could be a factor in your B-Corp score.

The Problem:

The US has become the biggest source of e-waste in the world. Americans discard more than

350,000 cell phones + 120,000 computers/day.   WTF!

Not all of this comes from individuals. A lot of it comes from corporations and non-profit organizations. Today's it is almost a necessity to use a lot of technology. As a result, your organization may harm the environment, even if you don't realize it.

The Solution:

You don't want to contribute to America's e-waste problem. At the same time, your organization uses electronics, and electronics don't last forever. You'll have to get rid of your old electronics somehow. So how can you discard them safely?

Thankfully, a solution does exist; certified e-waste recycling centers in the US. These recycling centers don't send waste to developing nations. Instead, they use safe, proper recycling techniques.

In addition to properly recycling e-waste through recycling centers, another solution is to donate old electronics that may no longer be suitable for your organization's needs but would still work great for those who can't afford similar electronics. There are several charities that would love to receive and distribute these items.

Feel good while doing good for the environment... double win!

How does this apply to IT? Your IT-as-a-service partnership can be a great place to start looking into a solution like this. If you work with any company that deals with electronics, ask them what they do with those electronics when they need to be replaced. Do they have their own e-waste recycling program? If not, consider an IT partner that does.

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