



REDF commissioned a series of in-depth, case studies with high-performing social enterprises around the country in order to uncover best practices and help build the field. *Impact to Last* highlights the success and challenges of these businesses, and the conditions needed for this movement to continue to grow and prosper.

A social enterprise's **identity** is the combination of brand, culture, and operational practices that make a social enterprise distinctive. In a few sentences, how would you describe your social enterprise's identity as a reflection of its real strengths and values?

Now, list all the places and ways that your customers/clients/partners come into contact with your social enterprise. This should include any physical offices, retail spaces, and online:

Based only on the list above, would your answer to the first question change? If so, in what ways is the perception of your social enterprise's identity different from the reality?

What changes could your social enterprise make to the physical spaces or operations to better align the perception with the reality?
