

Purpose & Impact *Now*

August 31, 2023

It's me. I broke a Golden Rule

Dear Reader,

It's Katja @FairChange here.

I broke a Golden Rule. I did the one thing they say one should Never do as an entrepreneur, a communication specialist – or a caring and trusted friend, for that matter. You signed up to receive my newsletter or a free resource from FairChange or Katmondo Media, and I promised to get back to you soon with valuable updates.

But then I fell Completely Silent. For a Very Long Time.

Every business coach and online marketing consultant will tell you that **Keeping Promises is Key and Consistency is King**. If you tell your audiences you'll show up, you have to show up, and keep doing so consistently. In fact, this is what I tell business leaders and entrepreneurs all the time myself.

Well, I didn't stick to that Number One rule.

There was just so much going on at once. It took time and energy to relocate the life & business I'd built up over fifteen years in Colombia and get it all back on track in my home country, the Netherlands. My Dutch-Colombian teenage sweetheart Nina needed lots of support to adapt to a new society, a new school system, and a new culture, so different from the Latina way of doing things.

I, too, had to find my way around a city I didn't know (we set up our home in The Hague, city of Justice and Peace near the sea), investing energy in nurturing old relationships while building new ones in this part of the world. I was lucky. Before long, I found the opportunity to work with front-

running companies committed to providing solutions to global problems, enriching me with a European perspective on the business with social impact mission I'd set out on in Latin America.

Long story short: there was just not much time to sit down and laser-focus on a weekly newsletter. But most importantly, I had to define a meaningful goal for my Purpose & Impact Now mailings. **Your time is a priceless non-renewable resource, and so is mine.** I want to provide real value. I'm confident I finally found the right formula, as you will see soon.

So, I hope you'll accept my "Sorry" for my long silence. Here I am again, and I'm happy you're still with me. For those of you who are new here: Welcome! I honestly appreciate you've signed up.

Now, time to get to business. After this longer-than-usual introduction, from now on you can expect Purpose & Impact Now to bring you quick tips and actionable insights on doing mission-driven business and leading with sustainable impact.

I'll leave you with an update on **a free FairChange resource that helps you organize the last quarter of 2023.** And last but not least, a captivating quote – to remind us why we are doing what we're doing as impact enterprises (and as conscious consumers!) committed to co-creating a better world 😊.



Everyday impact with the People & Planet Calendar

Did you know September has more than 30 international Awareness Days? Ranging from the International Day for Clean Air for Blue Skies (I love that name!), to Equal Pay Day and International Day of Peace, to highlight just a few.

And did you know several world religions celebrate their New Year's Day this month?

You'll find it all on the FairChange People & Planet Calendar. Celebrating these special dates is a great way to engage your co-workers, customers, business partners and neighboring communities around the green and social causes your organization stands for.

If you get the 2023 People & Planet Calendar now, we'll send you the 2024 updated version in time so you can plan ahead for next year!

(To make sure you are on our list for the 2024 Calendar, I kindly ask you to leave your name & email after clicking the button – Thanks!)

[DOWNLOAD CALENDAR](#)

#CaptivatingQuote

*“When all the trees have been cut down,
When all the animals have been hunted,
When all the waters are polluted,
When all the air is unsafe to breathe,
Only then will you discover you cannot eat money.”*

Native North-American Cree Prophecy

Well, that's it for now. The next edition of Purpose & Impact Now will bring you more inspiration very soon!



Take care,

Katja Marianne

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About Purpose & Impact Now

This is a newsletter with updates, tips and resources about doing business with a higher purpose and leading with positive impact. Please reply with any questions or feedback. I personally respond to all emails. Delighted to build a better world together! // Katja

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