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## Purpose & Impact *Now*

November 11, 2023

### Solving the wrong problem

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Dear Reader,

In this edition, you'll find a new storytelling resource that I'm really fond of. I developed it with fellow entrepreneurs at Catalyst 2030, a powerful people & planet positive global network, so do stay with me!

😊 Can't wait? [Download the free Storytelling guide here.](#)

But first, an experience that highlights the risks of listening without hearing what is actually being said (think for a second before reading on – does this sound familiar?). When we want to do good for the communities our business supports, we sometimes forget to validate our assumptions about what it is they really need.

This week's **Questions for Impact Leaders** are inspired by that experience of well-intended company-community dialogue gone wrong.

Have a good read!



### Solving the wrong problem

During an impact reporting event in Bogotá we were invited to discuss the do's and don'ts of constructive company-community dialogue. An energetic sustainability manager at a leading Colombian beverage corporation – I'll call her Diana – jumped in with her story.

Diana's light skin and dark blonde hair revealed the European roots she shared with most inhabitants of her home department, Antioquia. This relatively wealthy region is best known for its modern capital Medellín where her company was headquartered.

The sustainability manager told us how one day she and her team visited an indigenous community in a remote operating area that was far less prosperous. In that isolated part of Antioquia there was a lack of access to everything an urban citizen would wish for: no well-equipped medical centers, quality educational institutions or shopping areas anywhere near. But the indigenous villagers were resourceful and resilient. They led simple lives in harmony with their rich natural surroundings.

There was only one thing they missed, they told the company representatives...

[Read on](#)

## Questions for impact leaders

*For impact-driven leaders, asking questions is a powerful way to define the road to follow and to uncover where challenges arise. In relationships with others, the right questions can also prevent the wrong outcomes.*

Here are two related questions that are helpful whenever we are about to provide support to the people our business cares for.

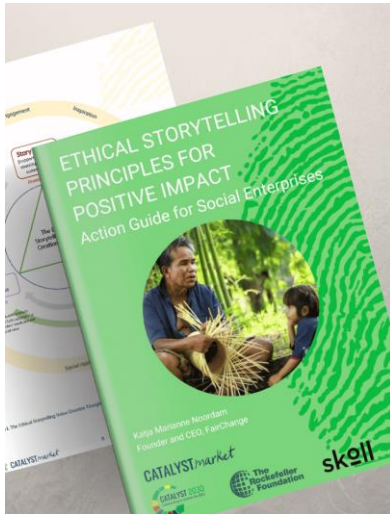
First, ask yourself:

*Are we providing the solution to the real problem?*

And follow up with:

*Did we ask the all the questions we need?*

In consultations with stakeholders, it is easy to fall into the trap of assuming too quickly that we know what is going on and how we can solve the problem at hand. Very often, however, it turns out we actually haven't gathered enough information to come up with an offer that works. So, to move beyond first impressions and assumptions it is key that we take the time we need to delve deeper into a problem and its possible solutions, by asking enough questions, and asking the right questions.



## How-to guide for enterprises - Ethical Storytelling for positive impact

Storytelling about the impact your enterprise creates is a powerful marketing and communications tool. This guide provides key steps to capture and share the stories of local producers, artisans, communities and other groups your organization works with and supports in an ethical way.

Learn how to craft narratives that respect the dignity and authenticity of your impact story heroes, while at the same time capturing the hearts and minds of your clients, customers, donors and investors.

FairChange developed this guide for micro, small, and medium-sized enterprises as part of a larger co-creation process within the Catalyst 2030 global network. As Catalyst 2030 members, we unite in collective action and implement systems change approaches to achieve the SDGs and address the root causes of societal and environmental challenges.

The Ethical Storytelling Principles for Positive Impact Guide is now available free for download! Get your copy below:

[\*\*DOWNLOAD STORYTELLING GUIDE\*\*](#)

### #CaptivatingQuote

*"When we listen with the intent to understand others, rather than with the intent to reply, we begin true communication and relationship building."*

Stephen R. Covey, American leadership teacher and entrepreneur

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I hope you'll have a great week and let's catch up in the next edition of Purpose & Impact Now.

Take care!

All my best,

*Katja Marianne*



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FairChange • Katmondo Media

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PS. Do you enjoy reading Purpose & Impact Now? I would love it if you could forward it to a colleague or friend!

### **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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