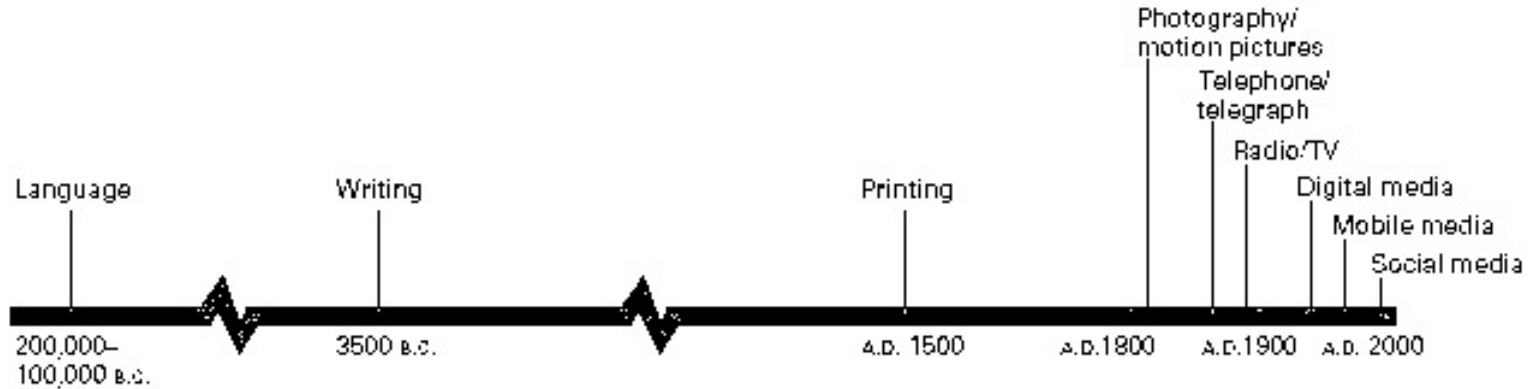# A Digital Dilemma:

Creating Intentional Networks of Impact

Justin McBride
Founder & CEO

Social Profit Initiative

Communication Technologies Timeline

| Language | | Writing | | Printing | Photography/ motion pictures | Telephone/ telegraph | Radio/TV | Digital media | Mobile media | Social media |

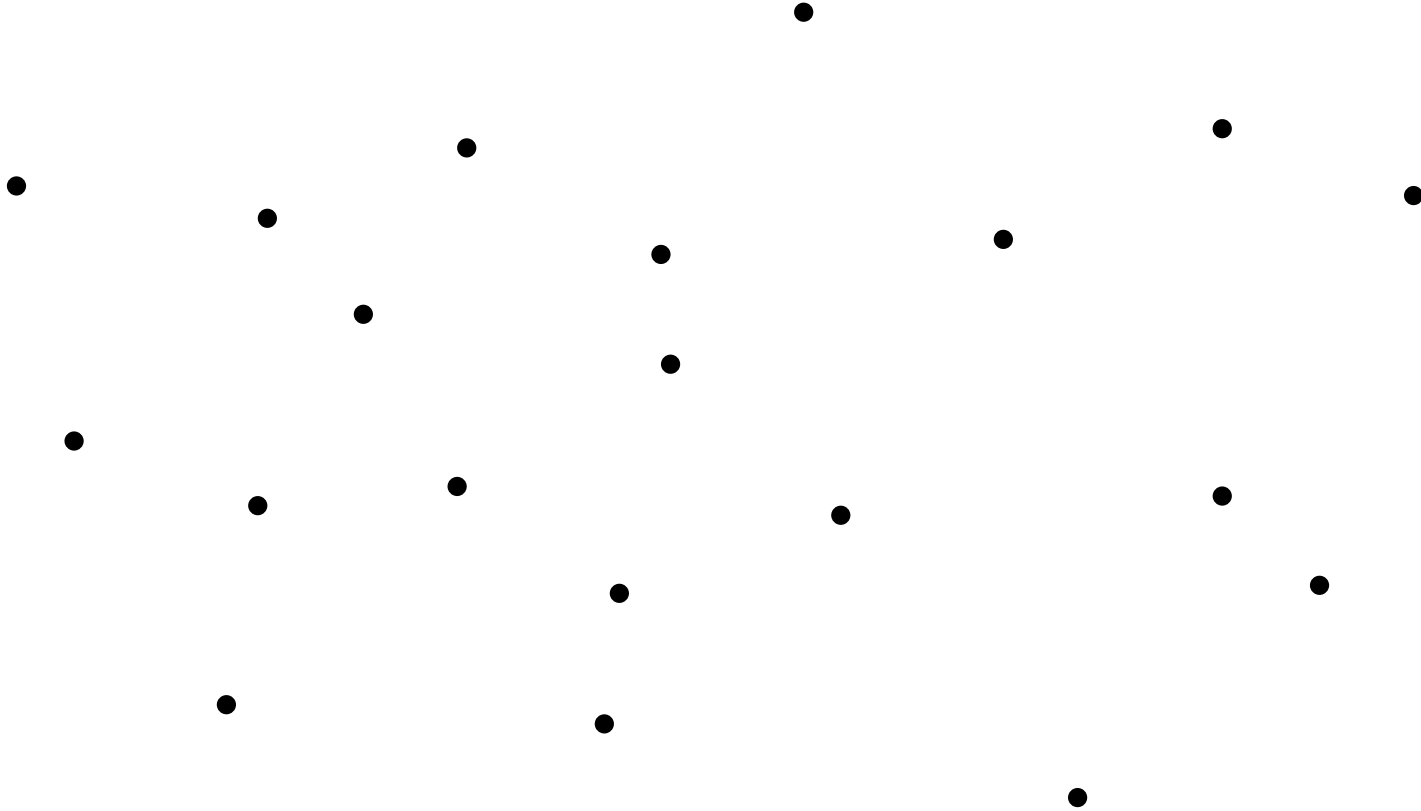200,000–100,000 B.C.   3500 B.C.   A.D. 1500   A.D. 1800   A.D. 1900   A.D. 2000

SP/!

intentional networks of impact

communities/groups/networks of deliberate focus
that benefit the welfare of people and planet…

SP/!

Social Profit Initiative

social

relating to the welfare of human beings, as individuals or members of society, and the planet

SP/!

profit

an advantage, benefit, or gain

social profit

that which benefits the welfare of
individuals, society, and the planet

SP/⸮

intentional networks of impact

communities/groups/networks of deliberate focus
that benefit the welfare of people and planet…

…with the primary driving force being
the synapse of ideas & solutions

SP/!

Area(s) of Focus

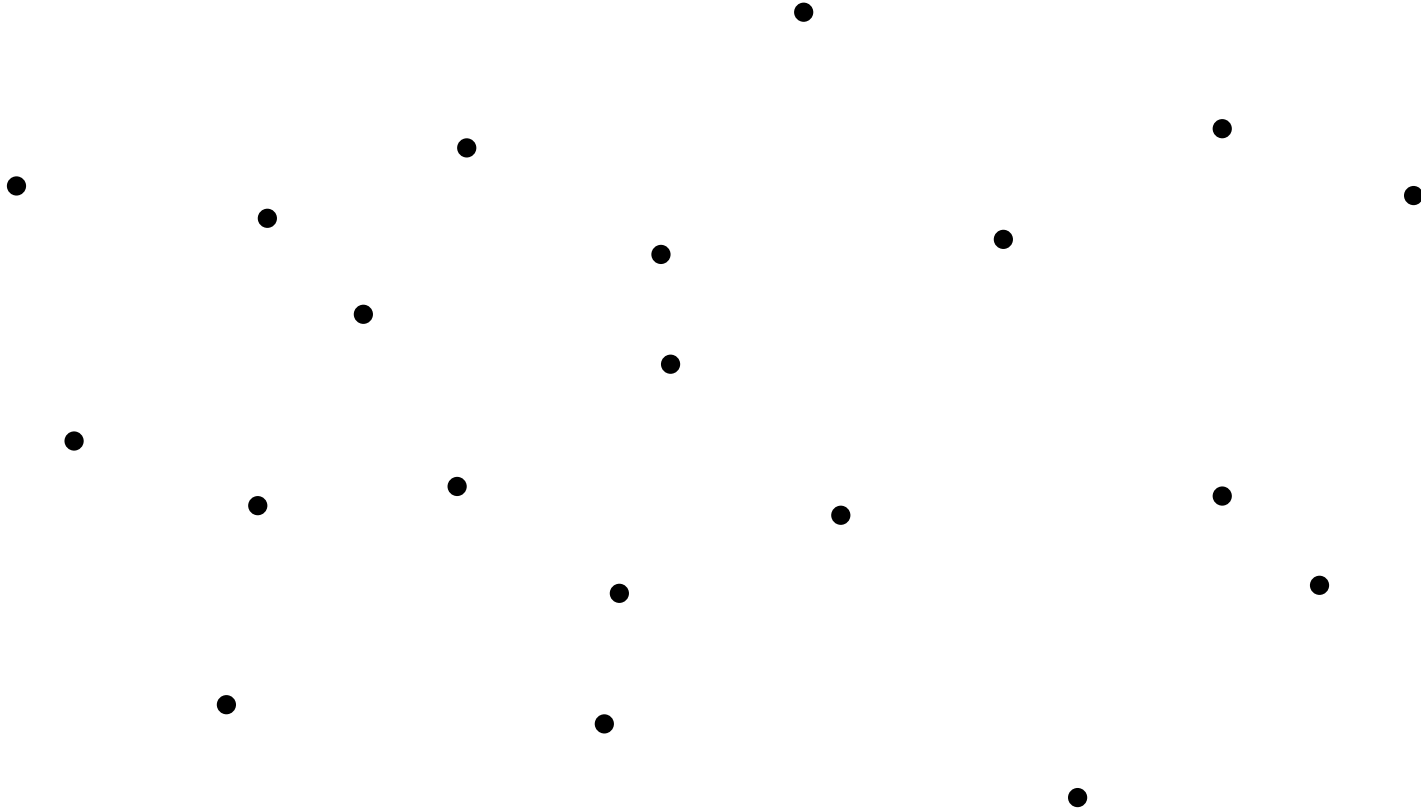**Idea & Solution Focused**

Community Focused

SP/!

Methods of Impact

Deliberately Designed Digital Hubs

Intentionally In-Person Physical Hubs

3-2-1 Action PLAN

_____
(CONCEPT NAME)

3 Areas of Focus
- _____
- _____
- _____

2 Methods of Impact
- _____
- _____

1 Purpose
- _____

Action Plan
(List or draw a few action items that you can take moving forward)

3-2-1 Action PLAN

_____
(CONCEPT NAME)

3 Areas of Focus

- _____

- _____

- _____

2 Methods of Impact

- _____

- _____

1 Purpose

- _____

Action Plan

(List or draw a few action items that you can take moving forward)

SP/!

www.SocialProfit.org

Justin McBride
justin@socialprofit.org