



The Power of Purpose-Driven Business

A BUSINESS CASE FOR SOCIAL IMPACT

Presenter: Matthew McGowan, Director of Social Impact, Staffmark Group
Regional Meeting of the National Association of Credit Management | April 21, 2026



The Business Case for Social Impact

BUILDS BRAND TRUST AND REPUTATION

ENHANCES EMPLOYEE ENGAGEMENT AND RETENTION

STRENGTHENS CLIENT AND PARTNER RELATIONSHIPS

DRIVES MEASURABLE ORGANIZATIONAL OUTCOMES



How Social Impact Benefits Organizations

- * Access To New Talent Pipelines
- * Reduced Recruitment Costs And Turnover
- * Improved Operational Performance
- * Stronger Reputation And Market Differentiation





How Social Impact Benefits Clients

PARTNERS WITH PURPOSE-DRIVEN COMPANIES

ENHANCES CLIENT SATISFACTION AND LOYALTY

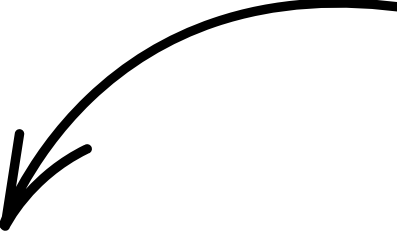
HELPS CLIENTS ACHIEVE ESG AND CSR GOALS

BUILDS SHARED VALUE AND COLLABORATIVE OUTCOMES

Purpose Becomes A True Differentiator. It Strengthens Loyalty, Deepens Collaboration, And Drives Results That Extend Well Beyond Traditional Business Metrics.

How Social Impact Benefits Employees



- 
- * Increases Engagement And Pride In Work
 - * Encourages Mentorship And Professional Growth
 - * Builds Loyalty And Retention
 - * Creates A Culture Of Inclusivity And Purpose

How Social Impact Benefits Communities

Expands Workforce
Opportunities For All

Strengthens Local
Economies

Builds Sustainable
Community
Partnerships

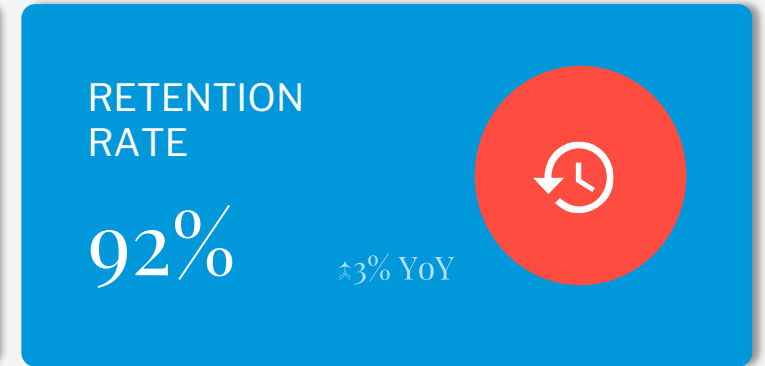
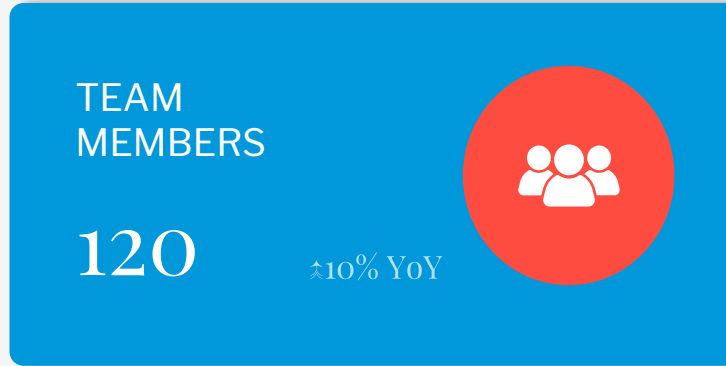
Demonstrates
Corporate
Responsibility In
Action

Example in Action: RGF Connect

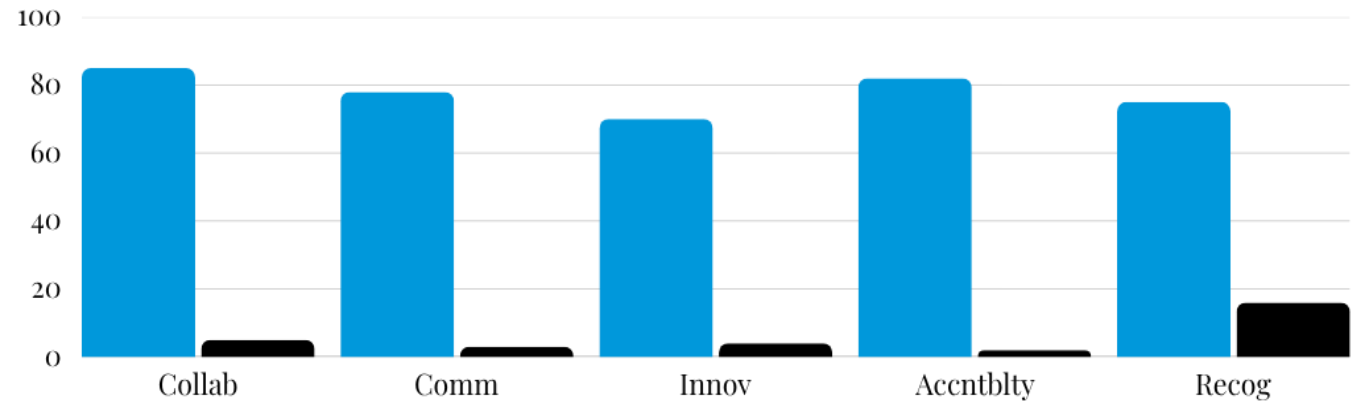


Measuring Impact & Success

- Candidate placements
- Employee engagement scores
- Retention rates
- Client satisfaction and repeat partnerships



TEAM CULTURE



The background of the slide features a close-up photograph of several hands of different skin tones reaching up to hold a small, colorful globe. The hands are positioned around the globe, with fingers gently gripping its edges. The globe shows blue oceans and green landmasses. The overall composition is centered and conveys a sense of global unity and shared responsibility.

Lessons Learned & Best Practices

Align Social Impact Programs With Business Objectives

Engage Leadership And Employees Early

Establish Measurable Outcomes

Leverage Community And Nonprofit Partnerships

Questions For Reflection:

How Can Your Organization Integrate Social Impact Into Strategy?

Which Stakeholders—Employees, Clients, Community—Could Benefit Most From Purposeful Programs?





Thank You!

Matthew McGowan, Director of Social Impact, Staffmark Group

513-852-4770 | Matthew.McGowan@staffmarkgroup.com

