

Magnify Your Impact: Powering Profit With Purpose

By M. Miller and H. Nokes, Advantage Media Group, 2021,
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Magnify Your Impact aims to help business leaders consider their company's deliberate contributions to societal needs. The authors, Maggie Miller and Hannah Nokes, suggest that when companies align their resources with the organization's core purpose, they magnify the company's value for all stakeholders. Miller, the "Chief Troublemaker," is driven by her passion for thinking "outside of the box" and pushing the limits of what is considered standard. She has an M.A. and founded an international microcredit nonprofit, which she ran for ten years. She then transitioned to a consultancy to influence corporate leaders to use their profits to facilitate special purposes. Nokes, the "Chief Optimist," is equally passionate about her work. With an M.B.A. and previous careers at 3M and Lockheed Martin, she now leads the vision of Magnify Impact alongside Miller.

The cornerstone premise of this book is that the post-Covid modern global marketplace has shifted from Friedman's traditional profit-centric shareholders first model to values more aligned with Bowen's corporate social responsibility (CSR) philosophies. The advice given follows Jesus' commandment to love our neighbors as ourselves (Matthew 22:39). The authors do not disregard the necessity of having a solid foundation of profitability to ensure the business's longevity. Still, they insist there is more to life than money, and ultimately, as Jesus states in Matthew 6:24, that it is impossible to serve both God and money.

Throughout the book, the authors share many unique tips, labeled under either "Optimist's Corners" or "Troublemaker's Tips." These tips provide valuable insights and add another layer of flow throughout the book, enhancing their natural storytelling capabilities. One of these examples highlights the importance of taking care of employees for their wellbeing and to enhance efficiency for the company. Another tip encourages readers to avoid comparing the perceived limited impact

of their companies with the impact larger companies may achieve. What may seem too small to matter is still making a difference as long as it is authentic and actionable. This engaging narrative keeps readers entertained and invested in the book's message.

The younger generation, which is rising to prominence in the workforce and consumer buying power, desires to purchase brands that align better with their values. The authors reference a study by Deloitte, which states that 87% of consumers say they consider a brand's social and environmental impact before purchasing. In addition, they discuss a study by Chen that shows that during the COVID pandemic, companies in the S&P 500 with purpose-driven values outperformed the index by five percentage points. Therefore, it is dually beneficial for companies to pursue making the world a better place. Also, God's directive of stewardship applies to these concepts as well. Although the world will not be in its perfect state until Jesus has returned, God's people are still charged with caring for His creation (1 Peter 4:10). One author states her belief is that the Creator has provided the necessary resources to care for all aspects of His creation.

The book challenges individuals and organizations to not only provide resource support to charitable causes but also ensure those resources are being purposely invested. These investments should be in organizations that mirror their values and will also have the most impact for good. They indicate employees who work for purposeful companies have a greater sense of pride and are more likely to be long-lasting, productive employees. Also, the environment of purpose and positivity is not lost on the customer, and they are more likely to be converted to lifetime customers who can become great advocates and accelerate brand growth.

The authors explain that establishing an authentic and purposeful working environment supports the organization when times are hard, which helped these

types of companies do better than their peers during the COVID-19 pandemic. Because over 80 percent of a company's market value, on average, is based on a company's brand image and reputation, they assert that companies who magnify their purpose and maintain ethical standards are more likely to survive and thrive than those who follow Friedman's principles. They call this unique organizational purpose or strength the "superpower." This terminology is similar to the concept of individual gifts that represent the natural talent God has given each individual (1 Corinthians 12). They explain how every individual or company has a God-given talent and how they are uniquely positioned to help solve a problem. For example, they explain how, during the COVID pandemic, Tito's Vodka pivoted and made hand sanitizer and gave it away free of charge while the Four Seasons Hotel in Manhattan gave free rooms to doctors and nurses. At an individual level, it is like the Christian investment advisor assisting a church pro bono to help maximize its ROI and assist others.

The authors discuss three primary pillars that symbolize important principles. The first pillar is understanding core ideology through purpose and values. Understanding why you do what you do and what matters to you can change your whole mindset. This concept aligns with Hebrews 12, in which Paul encourages us to run the race of life with endurance and maintain our focus on Jesus to give our existence purpose. The second pillar is superpowers, which is the unique value you can bring to the world. As previously discussed, this theology is found in the idea of spiritual gifts in 1 Peter and 1 Corinthians. The final pillar is stakeholders. This pillar encompasses any individual who either has an interest in you or your company and can impact or be impacted by it. These brand champions can be utilized to create greater alignment with a cause and maximize synergy. This construct is established in 1 Corinthians chapter 3. Paul explains that it takes multiple partnerships to enhance God's kingdom.

Upon critical reflection of the book, I found that there are no principles discussed that I believe would clash with Christian values. However, aspects are missing that could have been better portrayed by explaining them through a Christian worldview. Although Nokes mentions in the preface that she believes our Creator has given us resources to steward the world, no further in-depth connections to Christianity are discussed. As a Christian, this is disappointing because we believe Christ is the ultimate purpose for existence. In a book about increasing purpose to better the world, they miss the holistic picture by only briefly mentioning faith.

Overall, I recommend this book as an excellent motivational tool that uses the authors' real-life experiences to apply purposeful principles. The authors do a great job of giving the book a natural flow and taking turns between their two perspectives so no one author is controlling the conversation. Although the authors state their focus audience is on C-suite leaders of high-growth, midmarket companies, this book is still valuable to business owners, managers, and employees who participate in how company funds are applied. This book would also be useful for investment managers or other financial advisors who offer counsel to their clients for investing purposefully. At an academic level, it may be helpful for business and psychology courses as an applied consumer habit informational resource. This book is a great motivational tool for leaders or employees who desire to make a difference. It also ties together with the authors' podcast, *Magnify Your Impact*. Both sources are helpful in understanding how to efficiently manage the resources Christ has entrusted to us, so we may further his kingdom. In addition, the book concludes with 201 endnotes, which are a great collection of resources for those who are interested in learning more about various topics discussed throughout the book.

ABOUT THE AUTHOR



Mike Pease has worked in retail for 23 years. He is presently a doctoral candidate at Liberty University. He holds an MBA in retail management from William Woods University and a BA in management from the College of the Ozarks. He and his wife, Amy, have been married for 12 years and have two daughters: Adelyn, who is four years old, and Charlotte, who is eight months old.