dual bottom line thinking



High Mission Impact Low Profitability

Profitability →







High Mission Impact High Profitability



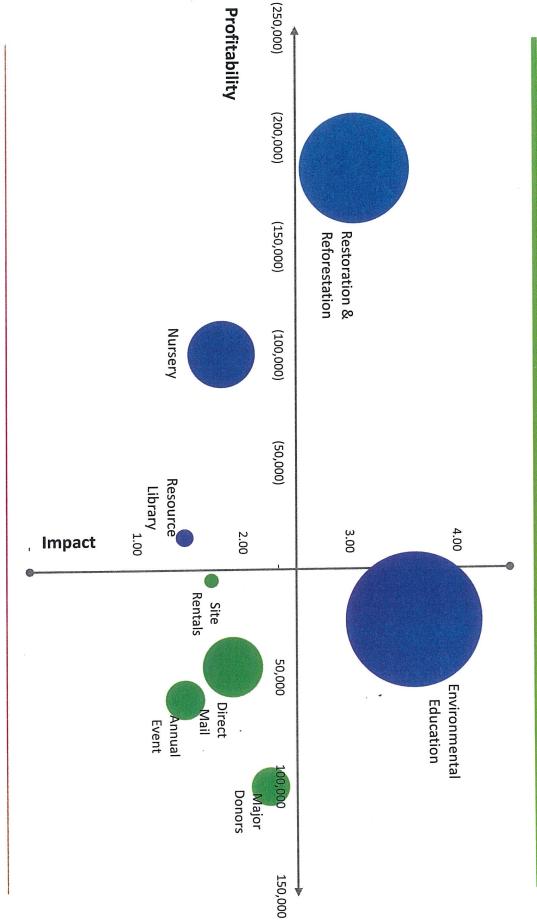
Low Mission Impact Low Profitability



Low Mission Impact High Profitability



matrix map example: environmental organization





matrix map example: community theater

