

# DEB ALCADINHO



Social Impact Trainer & Consultant  
Founder, Business 4 Social Good



## INTERVIEW DEB TO INSPIRE & INFORM YOUR BUSINESS, POST-SECONDARY OR ORGANIZATION AUDIENCE ON:

Social impact | Purpose in Business | Entrepreneurship  
Conscious Business | Women Leading Global Change  
UN Sustainable Development Goals

### ENTREPRENEURSHIP

- Deb is a **social entrepreneur** with over 40 years of experience in launching for-profit ventures.
- She started her first enterprise at age 10; Business 4 Social Good is her 8th biz.

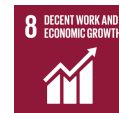
### WHY SOCIAL IMPACT?

Deb has vast experience after **four decades of owning businesses**, working at **for-profit** companies and **non-profits**, being employed by the **government**, and a business distributing **millions of dollars in community grant funding**. She's always had a philanthropic heart but embarked on her own quest to have more impact than making donations on the issue of helping to end violence against women and girls. She was frustrated by the lack of social impact training for women, so she launched Business 4 Social Good™ in 2021 and a training program called the Social Good Academy™.

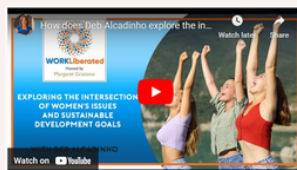
Today, Deb trains and consults with women business owners on **social impact** so they can **increase profitability**, build **customer loyalty**, find and retain **great employees**, and help **solve our most pressing world issues**.

### DEB'S IMPACT

- She's passionate about making a positive difference for women and girls, through education, mentoring and helping to end human and sex trafficking.
- Deb's impact is underpinned by the UN Sustainable Development Goals



### View interview samples:



# DEB ALCADINHO

International #1 best-selling author  
Social impact expert, sought-after interview guest  
& speaker, workshop facilitator, keynote speaker.



Deb was my **co-host** for a **year-long show** called Wonderful Women's Business Networking, where we had a great time promoting and connecting women in business. It was such a joy to work with her! She's **thoughtful, caring, engaging and knowledgeable** on all things **marketing, entrepreneurship** and of course **social good!** Her heart-centred approach **leaves audiences inspired** and curious about how they can do their part to make a difference. I **highly recommend Deb** as a guest for any show.

~Juhli Selby, Sandhi Social Marketing Training



## SUGGESTED INTERVIEW QUESTIONS

- There are so many world or community issues that need to be solved. How can one person make a difference?
- What are the Sustainable Development Goals? What do they have to do with business and why should a business owner or company care?
- Why is the notion of 'doing good' important in business? How does it help a business be more profitable and successful?
- How can 'doing good' be good for marketing a business?
- How and when did your entrepreneurial journey begin? How many business enterprises have you owned?
- Tell me about your past charitable work. Is it true that you've raised hundreds of thousands of dollars for women's causes in your local community?
- How is philanthropy different from social good and social impact?
- Can you demystify some of the 'social terms' - social purpose, social impact, social good, social enterprise, and social investing?
- How does a business get started with social impact?
- How can a business balance making a profit and having a positive impact on society?
- How can a business that has sustainable business practices ensure the long-term impact is positive?
- What do you mean by a company focusing on people, planet, purpose and profit?
- We've heard about 'purpose' in business. How does purpose benefit a company, or its stakeholders, customers, employees and the community?
- Why does your business advocate for ending human and sex trafficking?

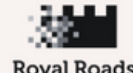
### AS SEEN IN

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Interview Deb to  
Inspire Your Audience!

[Click to see Deb's  
Speaker Information](#)

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