



CECP Measurement Fundamentals

Chief Executives for Corporate Purpose® (CECP)
is a trusted advisor to CEOs and corporate
leaders on their corporate purpose journeys to
build long-term sustainable value and tell their
impact stories.



THE Power of the Network



CECP Resources

Top 10 Community Investment Metrics
Vital Few scope: community investments
User: Head of team/department &
team/department



TOTAL COMMUNITY INVESTMENT REPORTING TEMPLATE: 10 CORE METRICS

Total Community Investment Reporting Template: Core Metrics					
The following are recommended baseline community investment metrics, or "core metrics", you can integrate as part of your company's year-end financial reporting.					
#	COMMUNITY INVESTMENTS	FY19	FY18	% Change	Where to enter in Giving in Numbers survey
1	Direct (or Corporate) Cash (\$)	\$ -	\$ -	#DIV/0!	N/A
2	Foundation Cash (\$)	\$ -	\$ -	#DIV/0!	
3	Non-Cash Giving (\$)	\$ -	\$ -	#DIV/0!	
4	Total Community Investments (\$)	\$ -	\$ -	#DIV/0!	
EMPLOYEE ENGAGEMENT					
5	Corporate Matches of Employee Giving (\$)	\$ -	\$ -	#DIV/0!	N/A
6	Employees Participating in Corporate Match Program (%)			#DIV/0!	
7	Volunteer Participation Rate (%)			#DIV/0!	N/C
OPERATIONS					
8	Team Size (# FTE)			#DIV/0!	N/A
9	Partners (recipients/grantees) (#)			#DIV/0!	N/D
10	Team Operational Budget (\$)			#DIV/0!	N/C

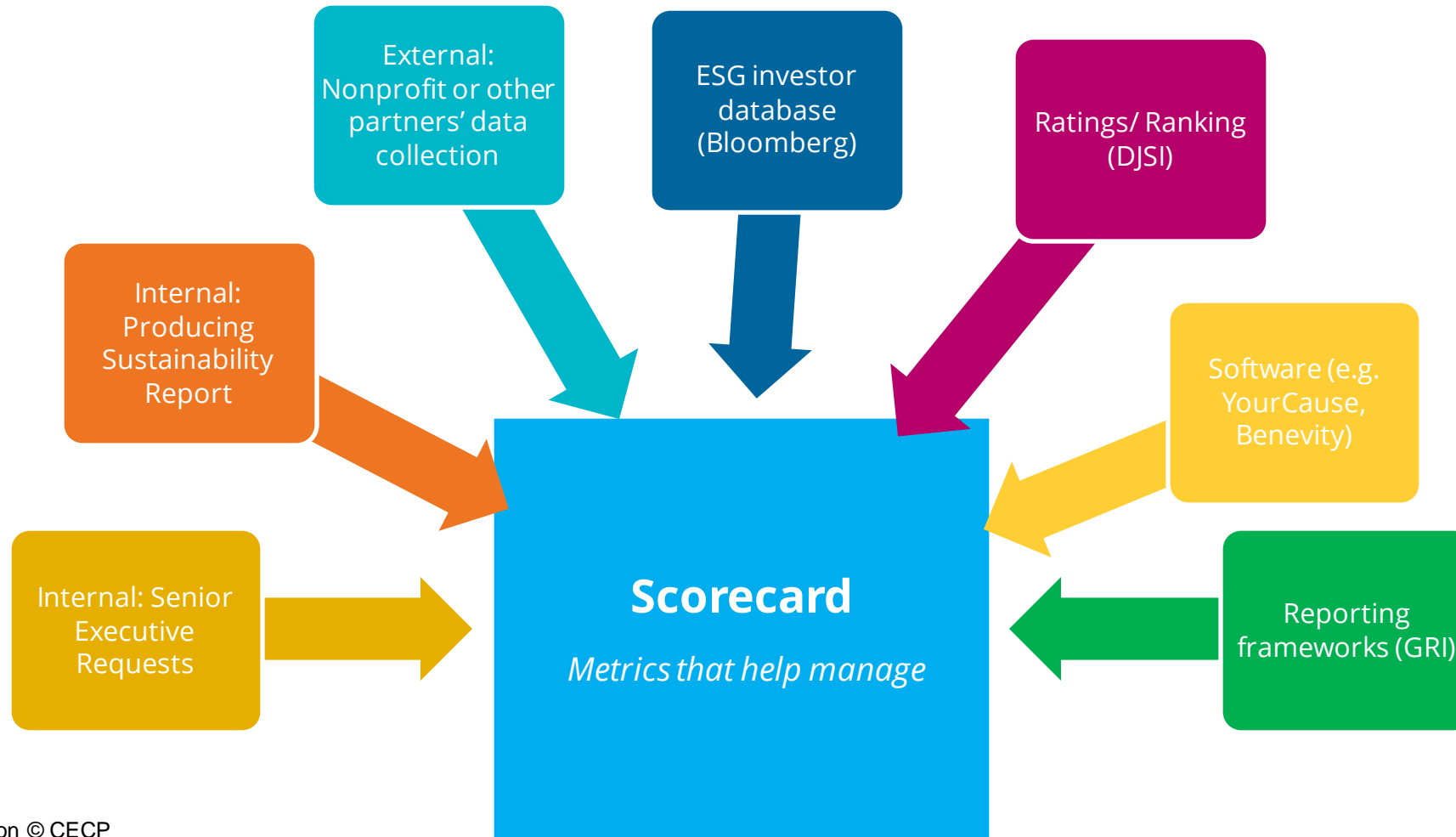
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Strategic Scorecard
Vital Few scope: whole company
User: CEO/Board of Directors

ENVIRONMENTAL	Current Year	Previous Year	1 Year Target	Long-Term Target (3-5 years)	Status	Comments
Greenhouse Gas Emissions						
Water Management						
Waste Management						
Energy Consumption						
Net Zero Emissions Target						
Environmental Metric X						
Environmental Metric Y						
SOCIAL	Current Year	Previous Year	1 Year Target	Long-Term Target (3-5 years)	Status	Comments
Employee Turnover (%)						
Women in Workforce/Workforce Diversity (%)						
Data Security – Policies & 3rd Party Standards						
Social Supply Chain Risk Management						

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Metrics/Key Performance Indicators Sources

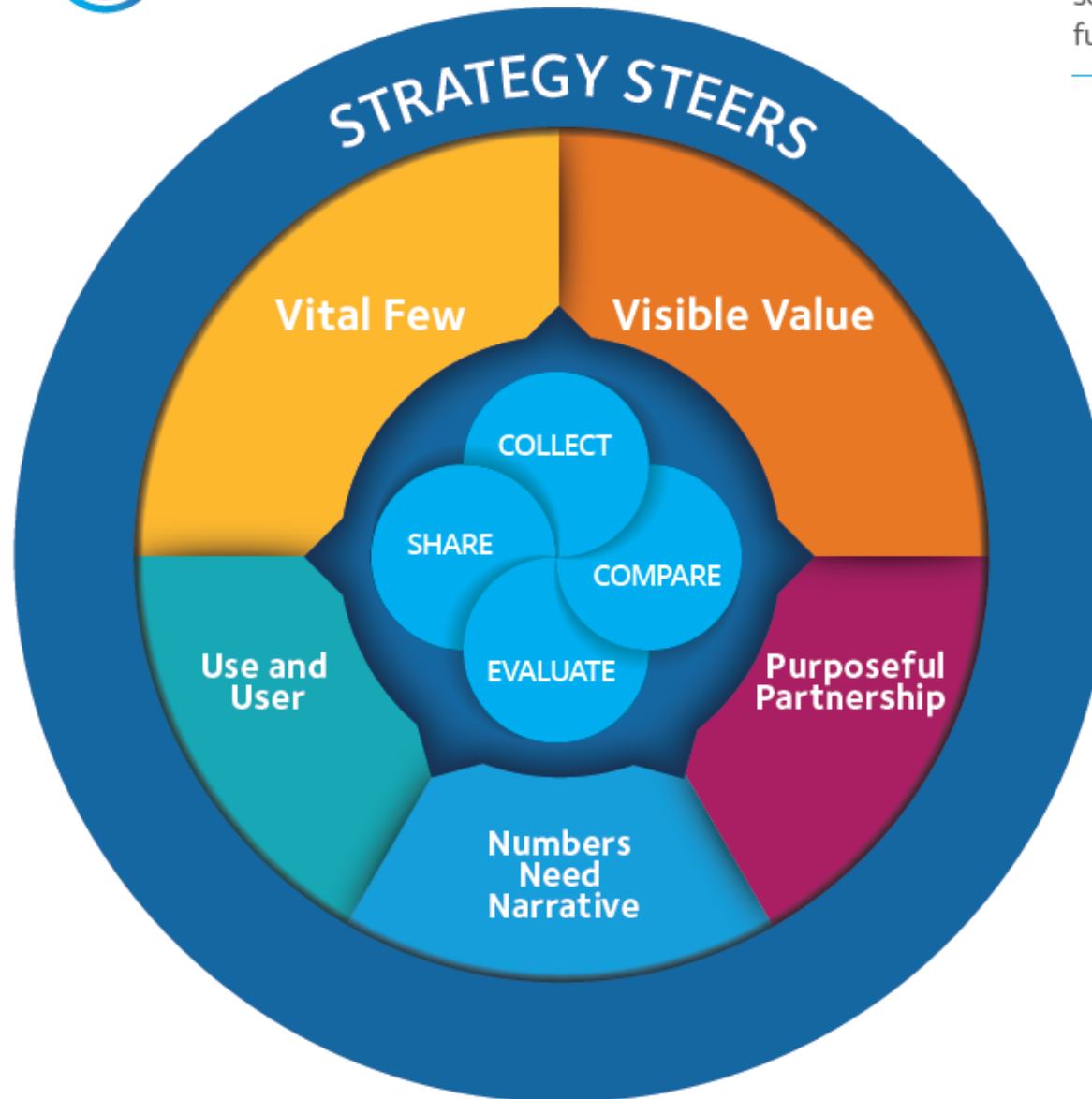


Measurement Fundamentals

- The following slides describe CECP's Measurement Fundamentals
- CECP uses these principles to provide recommendations to improve companies' existing scorecards/dashboards
- The short phrases are intended to be memorable. In this way, they will come to mind when making decisions about data and metrics that come up in other meetings. Or, to help guide choices on collecting or responding to requests for data that is not currently tracked by the team

Measuring to Manage: CECP Fundamentals

Whether corporate social investment teams are using a scorecard, dashboard, KPI tracker, or just getting started, the fundamentals can help guide choices about metrics and data.



Strategy Steers

Metrics manage progress on the strategic plan



Collect-Compare-Evaluate-Share

Measurement updates require an operational plan



Vital Few

The most critical, agreed-upon metrics



Visible Value

Not just output, but also return and impact



Purposeful Partnership

Business impact through partnering with other departments' measurement



Numbers Need Narrative

Numbers need human-centered stories



Use and User

Metrics have a user and use in mind

Measuring To Manage: CECF Fundamentals

Whether corporate social investment teams are using a scorecard, dashboard, KPI tracker, or just getting started, the fundamentals can help guide choices about metrics and data.



Strategy Steers

Metrics manage progress on the strategic plan

- You are at a measurement disadvantage trying to measure something you didn't **set a strategy to achieve.**
- Use discussions of metrics and **KPIs to inform updates** to your strategic plan.



Collect-Compare-Evaluate-Share

Measurement updates require an operational plan

- Step through **what would be required to achieve** each of these four phases before pursuing a new metric.
- The four phases refer primarily to **measurement, not evaluation.**



Vital Few

The most critical, agreed-upon metrics

Years of data collection but low usage are a signal to define Vital Few.

Mixing operational and strategic metrics can lengthen lists of metrics.



Visible Value

Not just output, but also return and impact

A dashboard or scorecard should have enough metrics which show results, not only output.

Re-orient leadership to focus on value created, not volume.



Purposeful Partnership

Business impact through partnering with other departments' measurement

Hold the team to the same standard as others in the company.

Lever resources.



Numbers Need Narrative

Numbers need human-centered stories

Collect stories, anecdotes, and cases throughout the year.

Define a consistent method of sharing them alongside data.



Use & User

Metrics have a user and use in mind

Articulate specifically who will review the data.

Articulate specifically what they are doing with the data.

For More Information...

- If questions, CECF is glad to have a call to discuss
- Visit <http://cecp.co>
- Join us at a CECF [event](#) or roundtable
- [Request Form](#)
- For deeper support, contact CECF for an Advanced Advisory
- Log into MyCECF on CECF's website
 - Online portal available to employees of affiliated companies
 - Access to data & benchmarking tools
 - Browse through Knowledge Center
- Contact insights@cecp.co